



CVFIBER COMMUNICATIONS COMMITTEE MEETING MINUTES

Virtually on MS Teams

March 29, 2023

Present:

Communication Committee Delegates: Chuck Burt (Moretown), John Walters (Vice Chair, East Montpelier), Linda Gravell (Waterbury), John Morris (Marshfield), Ray Pelletier (Northfield)

Absent: David Healy (Calais)

Others Present: Jennille Smith (Executive Director), Al Getler (Candidate for Community Relations Manager)

Call to order:

Chuck Burt called the meeting to order at 5:01pm.

Additions to the agenda:

- None

Public comment

- None

Chuck this opportunity to introduce Al Getler, candidate for the position of Community Relations Manager. Al introduced himself and expressed his enthusiasm for the potential of working with the group.

Prior Meeting Minutes

MOTION: Chuck, seconded by Linda

To approve the February 23, 2023 Communications Committee meeting minutes as drafted.

No further discussion.

Passed unanimously.

Monthly Community Update

John W. walked through the 5.0 version of the update and specifically, the committee discussed the open questions John had and answered them while he crafted update content in real time. John Morris indicated he had sent John Walters a list of some technical/formatting/grammatical changes to John Walters that had not yet been incorporated. Committee agreed they should be deferred to John Walters' discretion if they are not substantive.

MOTION: Chuck, seconded by Linda

To approve the 5.0 version of the monthly community update, as amended in the meeting and allowing for non-substantive technical changes John Morris proposed to John Walters via email that the committee did not preview to be distributed by all of the usual channels.

Passed unanimously.

Website

Chuck displayed two pages under development:

- A new services page on the marketing site - This is very close to ready for release, but the group did discuss some final tweaks before it goes live.
- The subscription selection page in the registration flow - This is still under active development and not ready. The committee asked that we table any motion for approval until it's closer and that if necessary, we can bring it through the fast track approval procedure.

The committee also discussed the survey step of the flow and it was agreed we need to better understand the information that is needed to make sure it's as streamlined as possible. Jennille volunteered to follow up with WCVT to understand their exact informational needs.

MOTION: Chuck, seconded by Ray

To approve the WordPress services page subject to the changes discussed during the meeting.

No further discussion.

Passed unanimously.

Crawford Marketing Plan Update

Jennille updated the group that the broader marketing plan is still being refined, but in the short term we are proceeding with a direct mail piece.

Direct mail campaign update

Jennille indicated we are proceeding with Crawford to design and distribute a set of direct mail post cards.

John Morris asked that we make sure not to send the postcards to anyone who has pre-registered and we contact electronically. Ray indicated he disagrees and thinks we should hit everyone until they have signed up for a site audit. Linda proposed a middle ground of not sending post cards right away and giving them the chance to sign up off of digital notifications alone, but if people haven't signed up after a month or two, send them then.

The time frame of the postcards was discussed and while first drafts will be ready in the following week, there is probably time to wait until the next committee meeting to approve (or even better, might be able to have the Community Relations Manager approve when the authority is given to do so).

Adjourn at 6:13pm

Respectfully submitted,
Chuck Burt, Chair