



## CVFIBER COMMUNICATIONS COMMITTEE MEETING MINUTES

Virtually on MS Teams

April 20, 2023

### **Present:**

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

**Absent:** David Healy (Calais), John Morris (Marshfield)

**Others Present:** Jennille Smith (Executive Director), Kitty Ufford-Chase (NEK Broadband), Brian Machesney (NEK Broadband),

### **Call to order:**

Chuck Burt called the meeting to order at 5:32pm.

### **Additions to the agenda:**

- Add: Q&A with NEK Broadband
- Remove: Maggie (CVFiber's new Community Relations Manager) was unable to attend

### **Public comment**

John W. shared that he has heard interest in potentially joining this committee.

### **Prior Meeting Minutes**

**MOTION:** Chuck, seconded by Linda

*To approve the March 29, 2023 Communications Committee meeting minutes as drafted.*

No further discussion.

Passed unanimously.

### **O&A with NEK Broadband's Communications Working Group**

Brian and Kitty introduced themselves, the structure of how they work. They and the CVFiber team then conducted a lengthy Q&A about what has worked, how CVFiber manages communicating to the public, how to approach future potential customers who are still being asked to wait for construction, and many more topics.

## **Community Update**

John W. walked through the 3.0 version of the update and the committee collaboratively edited sections for accuracy and tone.

**MOTION:** Ray, seconded by Linda

*To approve the 3.0 version of the monthly community update, as amended in the meeting and to be distributed by all of the usual channels.*

No further discussion.

Passed unanimously.

## **Website**

Linda walked through the current status of the subscriber experience. The committee agreed it is still not ready for release.

## **Crawford Marketing Plan Update**

Chuck provided a very brief update to the committee on progress. The primary takeaway is that with Maggie starting the following Monday, we will provide her time to come up to speed before taking action on any elements of the campaign

## **Adjourn at 7:08pm**

Respectfully submitted,  
Chuck Burt, Chair