



## CVFIBER COMMUNICATIONS COMMITTEE MEETING MINUTES

Virtually on MS Teams

June 22, 2023

### **Present:**

**Communication Committee Delegates:** Chuck Burt (Moretown), Linda Gravell (Waterbury), Ray Pelletier (Northfield), David Healy (Calais), John Morris (Marshfield)

**Absent:** John Walters (Volunteer)

**Others Present:** Jennille Smith (Executive Director), Kathy Hentcy

### **Call to order:**

Chuck Burt called the meeting to order at 5:33pm.

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

Chuck mentioned that with the absence of our Community Relationship manager, we may not take action on some of the warned actions.

### **Public comment**

Kathy Hentcy introduced herself as a Calais resident with extensive background in scientific writing and an interest in learning how she can help. The committee welcomed Kathy.

### **Prior Meeting Minutes**

**MOTION:** Chuck, seconded by Linda

*To approve the April 20, 2023 Communications Committee meeting minutes as drafted.*

No further discussion.

Passed unanimously.

## **Elections**

### **Chair:**

Linda nominated Chuck as Chair. David seconded, though Chuck pointed out seconding is not required for nominations. Chuck accepted and turned control of the meeting to Jennille Smith. Jennille asked if there were further nominations. There were none.

Passed unanimously with Chuck abstaining.

### **Vice Chair:**

Chuck nominated Linda, David again seconded. No other nominations. Ray called out that if both David and Chuck were absent in an Executive Committee meeting, Linda would only get one vote and she indicated she understands.

Passed unanimously with Linda abstaining.

## **Community Relations Manager authority**

**MOTION:** Chuck, Seconded David

*Whereas the Communications Committee sets forth certain tasks in its charter including maintaining and improving CVFiber's website and social media; responding to inquiries; managing press and public relations; producing and distributing community updates, talking points, and calls to action; producing, maintaining, and optimizing advertising campaigns; and communications to existing customers; and*

*Whereas the Governing Board approved the hiring of a Community Relations Manager to manage CVFiber's public relationship which includes building and maintaining CVFiber's public-facing identity and branding; management and coordination of community events, and print material; updates to the website, social media, and local forums; press coordination; and development and deployment of email and marketing campaigns;*

*It is hereby moved that the Communications Committee approve the Community Relations Manager's carrying out of those hired-for public relations functions on a day-to-day basis within the approved marketing budget and longer-term strategic plans without the need for specific approval from the Communications Committee on individual activities.*

Discussion:

- David asked whether communications committee charter needs update as a result of this motion. Chuck indicated he would check and bring it to Board if so.

Passed unanimously.

### **Community update and Continue Registration campaign**

Chuck described the purpose the Continue Registration campaign in order to get people who had gone through “pre subscription” flows to now go through “subscription” flows, but that the campaign is not yet ready for review. Ray pointed out that we may need to do this very quickly as CL01 is ready for this step immediately.

No action taken.

### **Website updates**

Linda demoed the mapping capabilities that she and David and collaborated to build.

**MOTION:** Linda, seconded David: To approve the interactive map on a dedicated page and placement of map graphic link to it on the homepage.

Passes unanimously.

Chuck demoed the residential subscription registration experience and pointed out that we aren't ready to publish commercial yet because we don't know what our commercial products are offering that is different from the residential packages.

**MOTION:** Chuck, seconded Linda: To approve the website residential subscription registration, with suggested changes to move “Affordable Connectivity Program and Installment Payment Plans available” to be separate from the services include section, to go live in DAs as indicated they are ready by the Operations Manager.

Discussion:

- Ray asked why commercial wasn't ready and a long discussion about the steps needing to make it ready ensued, the key points of which will be in the commercial discussion section below, until Chuck reminded we had a motion on the floor to finish first.

Passes unanimously

Commercial discussion

- John asked whether the board had already done the approval of commercial products. Chuck indicated it was his belief the board had approved the prices, not what the product offerings actually *were*.
- Linda reminded the group of the research and persona development Crawford had conducted that we should leverage.
- Jennille indicated we already had agreed with WCVT about a dedicated business phone number, but wasn't sure if you would “skip the line” on in-person service calls too.

- Ray asked what the steps were we need to take, Chuck defined them as:
  - We need to decide what the commercial products offer that are different from residential products, if anything; Linda and David volunteered to get together to make a proposal on this front
  - We then need to take those products and write the descriptions for them to place on the website;
  - Finally we need to build, test, approve, and launch the commercial experience.

Thank you Linda and David!

### **Front Porch Forum**

Discussion that it's probably right to revisit our FPF use in build areas and start again.  
Discussion about needing to ensure delegates have a CVFiber profile set up too.

Chuck volunteered to compose instructions for setting up a FPF post to be reviewed by Jennille to be sent either to build-area delegates or potentially the entire board, if general enough.

Linda asked if we should resume regular posts and Ray asked if we can target posts to build areas which Chuck confirmed we can. Chuck volunteered to reach out to John Walters to see if he would be willing to help.

### **Call for Volunteers for AskCVFiber**

Jennille told the committee about the work to stand up AskCVFiber and who is helping.

### **Adjourned at 6:59pm**

Respectfully submitted,  
Chuck Burt, Chair