



CVFIBER COMMUNICATIONS COMMITTEE MEETING MINUTES

Virtually on MS Teams

July 20, 2023

Present:

Communication Committee Members: Chuck Burt (Moretown), Linda Gravell (Waterbury), David Healy (Calais), John Walters (Volunteer)

Others Present: Jennille Smith (Executive Director)

Absent: John Morris (Marshfield)

Call to order:

Chuck Burt called the meeting to order at 5:55pm.

Additions to the agenda:

Linda asked to add an item "Beta testing of the website."

Public comment

None

Prior Meeting Minutes

MOTION: Chuck, seconded by Linda

To approve the June 22, 2023 Communications Committee meeting minutes as drafted.

No further discussion.

John Walters abstained, otherwise passed unanimously.

FPF/email updates

Chuck mentioned that a FPF post went out to 5 communities. Linda described the process of how we got to the post. Linda made a point that the Communications Committee should be overseeing this. Chuck agreed in the short term, however the Community Relations Manager when backfilled should really take it over.

A conversation about possibilities of Radio advertising came up and John listed our local radio options. David asked about Vermont Public. Chuck suggested maybe VCBB could do a statewide campaign directing people to a statewide landing page funneling to their CUD. Maybe they'd be willing to offer a discount since streaming users are good for them? Jennille volunteered to take it on.

Commercial services

Linda demo'd the new commercial services page.

Chuck pointed out we could not yet use "nearest utility pole" as that policy was subject to board approval. Chuck proposed to approve both that language for when/if the board approves AND some interim language until that date. Committee agreed and we'll ensure it's inside the motion.

Linda continued to demo the packages.

David pointed out that the 2Gig services need an additional \$100 fee because of the additional device required. Chuck pointed out we don't have this on residential today, is it needed? David confirmed it is. So we know we need to make changes for BOTH residential AND commercial for 2Gig.

Linda showed the battery option. Chuck asked questions as to whether we could have a "subscribe" option so that people aren't shouldered with sudden costs when/if it fails. Linda and Jennille agreed to follow up on this to see if it's a possibility.

MOTION: Chuck, seconded David.

Move that we approve the Commercial Services Page, as drafted, subject to the following changes, to be approved for publication.

- Text "Installment Payment Plans available." is moved out from being a bullet point under "All our Commercial Packages include:" and is instead a standalone sentence below.
- Text
"Drop lines to your point of connection will be calculated from the nearest utility pole. Calculations are subject to an engineering site survey. Additional fees may apply."

- Will instead say "Please note that there may be additional costs to connect CVFiber service." until potential board approval of utility pole coverage.
- Battery add-on icon which was draft as a phone icon would be replaced with a battery icon
- 2Gig service needs to specify the additional fee and committee approves Jennille to give final approval of copy for residential and commercial.
- Some other non-material changes as discussed.

Further, the committee approves utilizing the same language for the Commercial Services Purchase Page.

Passes unanimously.

Back-up battery and other website updates

Chuck pointed out that we need to approve back up battery for residential. A discussion about what the battery is and how long it lasts ensued. Chuck suggested we consider baking the cost of it into phone service.

MOTION Chuck, David: *To approve the battery backup addon for residential as well.*
Passes unanimously.

Linda asked David about the mapping. David indicated most recent is as of July 8th. Linda pointed out that the date is lost now that the map is fullscreen. David indicated he could work it into the map itself.

Beta testing of the website

Linda talked about how people are getting stuck. She described the CrowdFiber process for starting a user at "Outstanding Steps" and that it was not our user experience and that CrowdFiber won't help us.

The committee discussed some various options. Chuck proposed he and Linda work on this.

Community Relations Manager

Chuck indicated this is a personnel issue and item subject to executive session as we wanted to discuss potential candidates as well as the hiring group's selections.

MOTION: Chuck, second John W.

Move that we enter executive session pursuant to VSA § 313(a)(3) that allows an executive session for The appointment or employment or evaluation of a public officer or employee and invite Jennille smith to participate.

Entered executive session at 7:00
Exited executive session at 7:20PM.

MOTION: Linda, seconded by Chuck

Whereas CVFiber is in need of a full-time Community Relations Manager to develop and implement a marketing plan and communications strategies with the public including potential subscribers;

Whereas CVFiber published a job description Community Relations Manager to Indeed and LinkedIn and on the CVFiber website;

Whereas several applications were received and vetted, and qualified local candidates were reviewed by a hiring group put together by the Executive Director;

Whereas candidates were telephone screened, and four candidates were ultimately interviewed by the hiring group, and two candidates were chosen as primary and secondary;

It is moved that the Communications Committee recommend the hiring group's choice of Community Relations Manager candidates and approves the issuance of an offer letter, subject to Executive Committee and Governing Board approval, reference and background checks and agreement on terms of employment.

Passed unanimously

Adjourned at 7:23 PM.

Respectfully submitted,
Chuck Burt, Chair