



CVFIBER COMMUNICATIONS COMMITTEE MEETING MINUTES

Virtually on MS Teams

August 24, 2023

Present:

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

Others Present: Jennille Smith (Executive Director)

Absent: Ray Pelletier (Northfield), John Walters (Volunteer)

Call to order:

Chuck Burt called the meeting to order at 5:28pm.

Additions to the agenda:

None

Public comment

Linda and David both shared comments from some of CVFiber's first customers.

Prior Meeting Minutes

MOTION: Chuck, seconded by Linda

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

No further discussion.

Passed unanimously.

Linda inquired whether minutes could be included in future agenda notice emails for review.

Chuck indicated that is possible.

FPF/email updates

Jennille shared that with our new community relations manager starting Monday that there is no action for this meeting.

Website updates

Linda reviewed the work that has been handed off to Vickery Hill with CrowdFiber.

David asked how to we export “Orders” from CF with the appropriate ID. Linda didn’t know so the question needs to be escalated to CF. Jennille to take the action item.

Postcards

Linda and Jennille spoke to the fact that we’ve had big problems with the postcard referred to as “Postcard 1.” It causes a high degree of returns and is driving no customer action—rather it just drives customer service inquiries and there is little we can actually do for them just yet.

MOTION Chuck, seconded by Linda: *To stop sending the postcard referred to as “postcard 1.”*
Passes unanimously.

Jennille pointed out that she believes a “Thank you to the crews” type FPF campaign might be more effective, but once again with the new Community Relations Manager starting soon, we would wait for her to come up to speed before doing anything.

Events

Linda indicated that we will be at:

- Press Event: 9/20
- Barre Heritage: 9/22-23

She also pointed out that the workshop in Calais was very successful and should be repeated. Also, Farmer’s Markets was discussed. The Committee is very excited for the new Community Relations Manager to start and take on the mantle of these events.

Adjourned at 6:00 PM.

Respectfully submitted,
Chuck Burt, Chair