



## CVFIBER COMMUNICATIONS COMMITTEE MEETING MINUTES

Virtually on MS Teams

September 21, 2023

### **Present:**

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

**Others Present:** Jennille Smith (Executive Director), Olivia Kantyka (Community Relations Manager)

**Absent:** None

### **Call to order:**

Chuck Burt called the meeting to order at 5:31pm.

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

None

### **Public comment**

None

### **Prior Meeting Minutes**

**MOTION:** Chuck, seconded by Linda

*To approve the August 24, 2023 Communications Committee meeting minutes as drafted.*

No further discussion.

Passed unanimously.

### **Committee membership update and meeting timing**

Chuck communicated that Ray resigned from the committee and asked the committee whether we should try for new members. Committee agreed that more membership would be valuable

and Linda mentioned that both Kathy and Bruce would be great additions. It was also proposed that Jennille pose the question to the Board again. Jennille agreed to run with reachout to all three of those parties.

Chuck asked if we could move the meeting to 5pm. John Morris indicated that would be equally tough for him as the current 5:30 timing. Rest of the committee was favorable and agreed to move it to 5pm.

### **Brand refresh**

Olivia walked the committee through a deck that proposes some changes to our branding that included streamlining and cleaning the brand and the implications on various channels, for example the website and some postcards. She then took some Q&A about the new branding. John Morris made an important point that he liked that the brand refresh is not a complete brand reset and encouraged Olivia to minimize temporal change that may confuse people.

**Motion:** Chuck, seconded by David:

*To approve the direction of the brand refresh as put forward by our Community Relations Manager.*

No further discussion, Passes unanimously.

### **FPF/email updates**

Olivia spoke about some email updates and campaigns. She indicated that there would be some campaigns as zones go live.

David asked whether, when a negative FPF posting is made, should we respond to the individual or the forum? Olivia will take it and consider and come back.

### **Website updates**

David asked whether we could revisit Board delegate bios.

Olivia walked the committee through a number of updates in service of adding the ability for people to pay their bills, incorporating the SmartHub software and instructions.

### **Postcards**

Olivia indicated that it's time to start sending some postcards again. She walked the committee through the problem of deliverability to the E-911 addresses and that we will start sending to USPS addresses instead.

She recommended we switch the postcard sizing to 6x9 as recommended by the USPS.

Olivia walked the committee through the new, brand-refresh informed designs. The committee gave feedback and Olivia indicated they will likely be in market by middle to end of October.

### **Events**

Olivia talked through the plans for the Barre Heritage festival on 9/22-9/23 and took questions from the committee.

**Adjourned at 6:49 PM.**

Respectfully submitted,  
Chuck Burt, Chair

DRAFT