



CVFIBER COMMUNICATIONS COMMITTEE MEETING MINUTES

Virtually on MS Teams

October 19, 2023

Present:

Communication Committee Members: Chuck Burt (Moretown), Linda Gravell (Waterbury), 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 5:11pm.

Additions to the agenda:

None

Public comment

None

Prior Meeting Minutes

MOTION: Chuck, seconded by John W.

To approve the September 21, 2023 Communications Committee meeting minutes as drafted.

No further discussion.

Passed unanimously.

Committee membership update

Chuck shared that David Healy resigned from the committee. Chuck shared a thank you (though he was not present) for his years of service.

Jennille shared that Bruce and Kathy are interested and he will likely join a future meeting.

Community Relations Manager update

Olivia shared a powerpoint presentation that included

1. Metrics on website traffic acquisition, top performing content
2. An overview and feedback/learnings from some of our recent events
3. All of the ongoing efforts in community outreach and engagement

Website updates

Olivia shared a friction point on the website that we have a lot of users who are checking availability and creating duplicate orders. It is also difficult because “check availability” is vague.

Olivia proposed some changes and reviewed them with the committee to the website that make for a smoother user experience. Chuck reminded everyone that because Olivia already has authorization from the committee to make such changes at any time, they don’t require committee approval. He then opened the floor to gather feedback from committee members and every one was in favor of the changes.

Adjourned at 6:13 PM.

Respectfully submitted,
Chuck Burt, Chair