



CVFIBER COMMUNICATIONS COMMITTEE MEETING MINUTES

Virtually on MS Teams

December 21, 2023

Present:

Communication Committee Members: Chuck Burt (Moretown), Linda Gravell (Waterbury), Bruce Stevenson (Middlesex)

Others Present: Jennille Smith (Executive Director), Olivia Kantyka (Community Relations Manager), David Healy (Delegate, Calais)

Absent: John Walters (Community Volunteer)

Call to order:

Chuck Burt called the meeting to order at 5:05pm.

Additions to the agenda:

None

Public comment

None

Prior Meeting Minutes

MOTION: Chuck, seconded by Bruce

To approve the November 30, 2023 Communications Committee meeting minutes as drafted.

No further discussion.

Passed unanimously.

Committee membership update

Chuck announced that the board ratified Bruce as a member. Welcome Bruce!

Chuck asked Jennille whether she heard back from an interested community member Kathy, and Jennille indicated she would follow up again.

Community Relations Manager update

Olivia walked through a number of topics, including:

- Year end update and the corresponding website traffic and signup volumes
- Email performance
- Customer testimonials
- Inquiries from the website, including questions and customer service concerns
- FCC challenge
- Inquiries around installation fees and clarifying messaging on it
- Preview of website changes for addresses that have previously signed up
- Town annual report
- General website usage and user acquisition reports
- Future planning topics including press releases, legislative day, delegate resources

Community Relations Manager update

Olivia described all the different elements of construction update we could be sharing with the public.

Linda called out that construction pace is very volatile and we cannot, with any accuracy, share our construction pace.

Bruce asked if, when there is a flurry of construction activity, we should be reaching out to customers in a specific DA. Chuck echo'd this and proposed we have a quarterly mass update but giving some in-construction DA more detail.

Linda pointed out that the number of installations per week is also unpredictable and slow.

Bruce called out that customers don't know the terms of CUDs, DAs, etc. People just want to know when Internet will be available in Middlesex.

Linda reiterated that pace is far too slow to publish week by week data. Chuck agreed and just wanted a current state snapshot.

Olivia indicated she had the directional guidance she needed.

Adjourned at 6:11 PM.

Respectfully submitted,
Chuck Burt, Chair