



CVFIBER COMMUNICATIONS COMMITTEE MEETING MINUTES

Virtually on MS Teams

March 21, 2024

Present:

Communication Committee Members: Chuck Burt (Moretown), John Morris (Marshfield), Bruce Stevenson (Middlesex), John Walters (Community Volunteer)

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

Absent:

Call to order:

Chuck Burt called the meeting to order at 1:32 PM.

Additions or changes to the agenda:

None

Public comment

None

Prior Meeting Minutes

MOTION: Chuck, seconded by John Walters

To approve the February 22, 2024 Communications Committee meeting minutes as drafted.

No further discussion.

Passed unanimously.

Community Relations Manager update

Olivia covered a number of topics including:

- The documentary and encouraging people to watch it; that we will try to post it to our site when/if we receive permission to do so
- Metrics and logistics - RS01/RS02 just opening and progress to convert; 53% rate on pre-registering
- Shared a new “Connectivity Tips” page that will contain FAQs for existing customers
- Internal communications, including a “day in the life” presentation about staff
- Metrics updates:
 - CrowdFiber address searches vs orders
 - Search engine searches that led to site traffic
 - Website users and where they generally came from (e.g., front porch forum vs search engine vs others)
- (Jennille also gave an update on BEAD funding status)
- Customer feedback survey and feedback on pricing, customer satisfaction, reasons people don’t ultimately buy, voice service adoption (an educational conversation about the details of the voice offering occurred)

MOU communications discussion

- Jennille set the stage by talking about the merger idea and set the stage of needing to identify who at NEK/CVFiber should come together to plan communications as a working group (like other working groups are coming together to plan financial, operational, etc, details of the potential merger).
- Bruce asked for details of downsides of the potential merger and Jennille laid out a few areas people might be concerned: things like towns being concerned about being deprioritized, differences in town viewpoints/cultures, differences for our partners/contractors, etc.
- Chuck clarified that while details about the potential merger are certainly important, that they were out of scope of the conversation right now and encouraged the staff to set up learning sessions or materials for board members who wanted to learn more. He then asked whether the ask here is a call for volunteers for a working group to join the process of exploring what changes to communications would be required in the event the proposed merger were to happen. Olivia responded yes and gave some examples of the kinds of things that need to be thought through.
- Bruce volunteered to join the working group.
- It was asked whether a motion is required. Chuck gave his perspective that Bruce joining a working group does not give him any individual authority to act on behalf of or speak for CVFiber and reminded the group that Olivia does already have that authority so any work he might do would be under her authority. Based on this, Chuck indicated he believes no motion is required.

Adjourned at 2:36 PM.

Respectfully submitted,
 Chuck Burt, Chair