



## CVFIBER COMMUNICATIONS COMMITTEE MEETING MINUTES

Virtually on MS Teams

April 18, 2024

### **Present:**

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

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

**Absent:** John Walters (Community Volunteer)

### **Call to order:**

Chuck Burt called the meeting to order at 1:52 PM.

### **Additions or changes to the agenda:**

None

### **Public comment**

John Morris shared a comment from a constituent in Marshfield about a front forum porch that was "less than helpful." Olivia responded that we are trying different kinds of content and that the post in question didn't work as we had hoped. She indicated she will likely not be doing such posts in the near term.

### **Prior Meeting Minutes**

**MOTION:** Chuck, seconded by Bruce.

*To approve the March 21, 2024 Communications Committee meeting minutes as drafted.*

No further discussion.

Passed unanimously.

## **Community Relations Manager update**

Olivia covered a couple of topics including:

- Email sequencing; Met with WCVT and discovered it's too complex to do it the way it was envisioned due to the permutations of different states users can be in; WCVT has committed to make calls to customers immediately following site survey and is actively working on scripts—we need to review the scripts and provide feedback and it's likely to be a number of weeks before it goes live. Some discussion about the possibility of a web page that shows definitive status, but it has been investigated as too difficult to achieve.
- Re-iterated the Front Porch Forum eclipse campaign and the engagement it drove back to the website and pre-registrations, despite some community frustration.

## **Lifecycle messaging changes**

This was covered in the above item.

## **Merger communications status**

Olivia talked about potential merger and some of the activities that are occurring. Starting with what is known which is that the legislation is passed, but has to head to the Governor for ratification. CVFiber has prepared or is preparing:

- A “support statement,” if needed
- Messaging to stakeholders such as vendors
- Messaging themes, rationale, objectives, etc

Bruce asked if we know when the governor might consider it. Jennille thought it might be within the next week or so and reiterated that communications have been designed to be reactive to that moment. Olivia reminded the legislation requires a public notice period and potential hearings.

## **Adjourned at 2:13 PM.**

Respectfully submitted,  
Chuck Burt, Chair