



Executive Committee Meeting Minutes - approved 3/20/25

Thursday, March 6, 2025

5:30 pm

Attendees:

Executive Committee Members: Nick Anzalone (Chair), Christa Shute, Mary Metcalf, Mike Strait, Brian Machesney, Tom Fisher, Jeremy Matt, Ray Lanier, and Sally Vallat.

Regrets: Chuck Burt, Siobhan Perricone, Paul Fixx

Governing Board Members: John Russell, and Richard Schiller

Additional Staff: Kitty Ufford-Chase, Tonya Ozone, and Chris Fortuna

5:38 pm. The meeting started with a quorum.

Agenda Review - approved with no objection.

Two items brought forth will be addressed at the next Governing Board meeting - a new person to join the Finance Committee, and the process of electing Country Representatives to the Executive Committee in time for the NEKCV's Annual Meeting on May 8.

Draft Minutes for February 13, 2025

Motioned: Mary Metcalf Seconded: Jeremy Matt	Passed with no objections Passed with objections Failed
Motion: to approve February 13, 2025 Minutes	Approved with one abstention (Brian Machesney)

Public Comment: None

Sally Vallet entered at 6:43pm.

Map Ambassadors & Town Meeting Day:

Discussion Summary: Tonya talked about what the Map Ambassadors did in terms of creating maps and address lists. John Reid, one of the Map Ambassadors, said that Kitty and Erik were helpful, and that it still felt like "bolting a wing on while flying the plane." He is willing to continue in the role as is helpful. He had calls from Woodbury folks following up from Town Meeting and he wanted to particularly share how great and helpful the new maps on the websites are.

Kitty then shared some of the statistics of the NEKCV outreach that happened during this year's Town Meeting Day. Outreach was anticipated in 53 out of the 71 towns in the CUD - 9 towns in CVFiber territory and 44 in NEK Broadband territory. There were 7 new Governing Board members doing outreach in their towns, and 9 towns in the CUD experienced at least some outreach by NEKCV for the first time.

2025 Marketing Plan:

Discussion Summary: Tonya talked about the 2025 Marketing Plan - it focuses on digital marketing, community engagement, strategic partnerships and exceptional customer experience to increase brand awareness, acquire new customers, and achieve a 95% customer retention rate. It also includes monitoring and evaluation of KPIs as we go along. She is planning a feedback session in the near future and encourages GB members to participate.

Grants & Financing Update:

<p>Motioned: Mike Strait Seconded: Jeremy Matt</p>	<p>Passed with no objections Passed with objections Failed</p>
<p>Motion: to go into Executive Session under the provisions of 1 VSA §313 with staff and Board Members in order to discuss Grants and Financing, finding that premature disclosure could substantially disadvantage the CUD if it were to be made public at this time.</p>	<p>Passed with no objections</p>

Executive session was entered at 5:58 pm and ended at 6:24 pm. No action was taken.

<p>Motioned: Mike Strait Seconded: Jeremy Matt</p>	<p>Passed with no objections Passed with objections Failed</p>
<p>Motion: to authorize the Executive Director to enter into a Commitment for Financing for a letter of credit with Community National Bank in the amount of \$1,432,770.84 backed by cash collateral.</p>	<p>Approved unanimously.</p>

A3 Slide Deck: Metrics & Governing Board Meeting Agenda

Motioned: Mary Metcalf Seconded: Jeremy Matt	Passed with no objections Passed with objections Failed
Motion: to go into Executive Session under the provisions of 1 VSA §313 with consultants, staff and Board Members in order to discuss the A3 Slide Deck, finding that premature disclosure could substantially disadvantage the CUD if it were to be made public at this time.	Passed with no objections

Executive session was entered at 6:26 pm and ended at 7:05 pm. No action was taken.
 Brian Machesney left at 7pm.

Adjourn

Motioned: Mary Metcalf Seconded: Mike Strait	Passed with no objections Passed with objections Failed
Motion: To adjourn at 7:05 pm.	Passed with no objections

Drafted by Kitty Ufford-Chase