

1 **Northwest Vermont Communication Union District**

2 **Communications Sub Committee**

3 **May 6, 2021; 6:00 p.m.**

4 **Zoom Meeting**

5
6 Attendance: S. Kio (Enosburgh Rep.), Ken Millman (Alburgh Rep.), Dave Stanley (Public, Fairfax), Emily
7 Klofft (NRPC)

8
9 **Call to Order / Adjustments to Agenda**

10 S. Kio called the meeting to order at 6:02 pm followed by roll call. A quorum was present to conduct
11 business. There were no adjustments to the agenda.

12
13 **Appointing a Chair**

14 S. Kio asks if K. Millman or D. Stanley would like to chair the sub-committee, K. Millman agrees to take
15 on the role with D. Stanley filling in as needed. Ken is appointed as chair.

16
17 **Possible Sub-Committee Projects**

18 S. Kio suggested identifying the sub-committee's responsibilities and then discussing projects and tasks
19 to do. S. Kio mentions social media presence as a possible responsibilities, including posting on Twitter
20 and other social media sites as well as writing blog posts. Outreach will also be included under the sub-
21 committee's responsibilities, specifically boosting public awareness and education. S. Kio has created a
22 PowerPoint presentation about open access and what that means. He also suggested creating a news
23 alert and staying on top of the committee's presence in the media. Finally, he proposed the committee's
24 involvement in drafting memos or letters to the legislature.

25
26 D. Stanley stated that since the topic has been in the news recently and receiving heightened coverage,
27 it is a good time to start putting more info out to the public. He asked if creating a Facebook page is a
28 good idea.

29
30 K. Millman stated that that S. Kio has already created one.

31
32 S. Kio confirmed and said that they had done a successful regionwide survey, advertised through social
33 media, and sent out pamphlets in the past. S. Kio stated that another series of pamphlets is a good idea.
34 He noted that he has concrete data on the subject in his PowerPoint deck, and added the fact that 47%
35 of Franklin and Grand Isle Counties do not have adequate internet. Over 2,000 homes in the area do not
36 have any connectivity.

37
38 K. Millman asked if the PowerPoint can be made available on the shared Google Drive.

39
40 S. Kio agreed.

41

1 K. Millman stated that creating a 1- or 2-page plan that includes the audiences the committee is trying
2 to reach would be helpful. He also suggested finding a graphic designer who is maybe willing to work
3 pro-bono or who already works within the network to design the pamphlets and other outreach tools
4 they will be using.
5

6 S. Kio agreed, notes that he has worked as a graphic designer before and helped to design the website,
7 logo, and past pamphlets but might not have time to design all the future projects.
8

9 A conversation is struck up about the ineffectiveness of mailers compared to the internet, everyone
10 agrees.
11

12 K. Millman agreed to write up a draft of the plan to share with the wider committee. He also suggests
13 that S. Kio vets everything before it gets posted, such as blog posts.
14

15 S. Kio agreed to serve in that role, and also notes that he does not mind testifying at the legislature or
16 talking to the press, he had done an interview with the Saint Albans Messenger the day before.
17

18 E. Klofft mentioned that if anyone wants specific information, she can go into the back-end survey data.
19

20 Everyone agrees that utilizing and publicizing that survey data more would be beneficial.
21

22 S. Kio noted that he has asked a member of the PMO sub-committee to look through the feasibility
23 study in order to pull the important data and make sense of it. S. Kio stated that once the feasibility
24 study has been sorted through and any sensitive information has been taken out, they will release it
25 publicly with a press release framing the feasibility study for the public.
26

27 S. Kio asked D. Stanley to look into how Lamoille CUD released their feasibility study. D. Stanley agreed.
28

29 K. Sio recapped priorities, D. Stanley will do research into how Lamoille County addressed their
30 feasibility study and K. Millman will draft a mini communications plan. K. Sio also pointed out that more
31 volunteer recruitment is important, trying to get more people to become representatives for their
32 towns, everyone agreed.
33

34 K. Millman also asked if they should be trying to add more towns.
35

36 S. Kio said there is some work on that, and that they are in discussions with a couple different towns. He
37 also pointed out that while Saint Albans won't be that important for build out, it could be a good source
38 of volunteers. He also suggested that sending out mailers that urge residents to advocate for their
39 selectboards to join CUD.
40

41 D. Stanley suggested Front Porch Forum would be a good avenue for getting the word out, everyone
42 agrees and E. Klofft confirmed that they have an account.
43

The Committee agreed to adjourn at 6:45 PM.