

1 **Northwest Vermont Communication Union District**

2 **Communications Sub Committee**

3 **August 26, 2021; 6:00 p.m.**

4 **Zoom Meeting**

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6 Attendance: Sean Kio (Chair, Enosburgh, Enosburg Falls.), Ken Millman (Alburgh), Dave Stanley (Fairfax),
7 Mary Catherine Graziano (Isle La Motte), Brenda Churchill (Bakersfield), Emily Klofft (NRPC)

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9 **Approval of Minutes**

10 No minutes to approve at this time.

11 **Facebook Ad Campaign**

12 K. Millman reviewed the draft copy he had developed for Facebook sponsored posts. There are two
13 proposed concepts, one generally advertising the CUD and one explaining the benefits of fiber. The
14 Committee discussed the budget for advertising. E. Klofft stated there was \$1,319 in available funds. S.
15 Kio proposed spending \$100 a week in advertising, with the potential to increase budget for a popular
16 ad. K. Millman agreed. S. Kio stated that he was concerned about the copy being too text heavy, as
17 Facebook has a restriction on the percentage of an image which can be text. S. Kio confirmed this rule
18 was still in place. K. Millman stated he would look at reducing the amount of copy to make sure it
19 complied with the rule. The Committee discussed other advertising strategies such as using Vermont
20 imagery. K. Millman stated that he felt it was important to have a different idea than typical Vermont ad
21 to stand out. M.C. Graziano stated that some of the copy had advanced concepts that might turn off
22 people who are less technically savvy. K. Millman stated that he was trying to use word but explain it.
23 M.C. Graziano stated that she thought that the moment someone saw those more complex words, they
24 would lose attention. S. Kio agreed that a lot of people do not understand broadband terms. K. Millman
25 and S. Kio stated that they would try to reduce the amount of jargon in the copy.

26 **Fiber Broadband Association**

27 K. Millman stated that many of the advertising assets may be dated. S. Kio stated that the marketing
28 executive committee for FBA could be contacted to see if more updated materials could be produced.

29 **Roundtable Discussion Series**

30 K. Millman presented a possible list of topics and panel members. K. Millman suggested that a “why
31 fiber” presentation be first, so that residents could have a better understanding of what fiber is and the
32 benefits of the technology or the CUD could start with a pilot topic first. The Committee discussed the
33 potential production of the panels, Northwest Access may be involved. K. Millman stated that edited
34 portions of the panels can also be put online. M.C. Graziano asked what the intention of the discussion
35 series was. S. Kio stated that the idea was to provide basic education to residents and increase overall
36 understanding of the CUD and its goals. M.C. Graziano stated that memes can also be a good avenue to
37 reaching people. K. Millman stated that he would send M.C. Graziano the basic CUD messaging points to
38 work on memes for the CUD. The Committee discussed who to invite as panelists. The goal is to have a

1 mix of elected officials, CUD members, and technical experts. K. Millman stated that the next steps will
2 be figuring out how to technically accomplish the panel and determining participants.

3 E. Klofft asked whether the plan was to keep this regional or invite other CUDs. K. Millman stated he felt
4 it should be kept focused on NWCUD and the region.

5 **NWCUD Swag**

6 K. Millman stated he felt the CUD should hold off unless something sees tractions in the advertising.

7 M.C. Graziano stated that materials were only useful if they are really relevant. The Committee generally
8 agreed that the CUD should wait until there is a really good idea for merchandise.

9 **RISI Outreach Platform**

10 The Committee reviewed the RISI Platform. All generally agreed that it was not worth the effort to
11 integrate it with the NWCUD website.

12 **FPF Template**

13 K. Millman stated that the same posts on Facebook can likely be used on FPF. Several Board members
14 stated they would be willing to post on their community's pages.

15 **Other Business**

16 D. Stanley suggested that contacting businesses that had many employees working from home in the
17 region might be a good outreach strategy. These individuals may be willing to get involved with the CUD
18 and speak about the importance of fiber. K. Millman stated that Ben & Jerry's might be a good business
19 to start with. D. Stanley offered to reach out to them.

20 S. Kio stated he received a call from an interested resident in North Hero about the CUD. K. Millman
21 offered to respond to the individual about the process of joining the CUD. S. Kio noted, based on the
22 VCBB meeting, any Town joining after June 1, 2021 would not receive funds from H.360.

23 M.C. Graziano asked if it would be possible to have synopses of the meeting. E. Klofft stated she could
24 write one up. S. Kio stated that he and E. Klofft would collaborate on it.

25 **Public Comment**

26 None.

27 **Adjourn**

28 *D. Stanley motioned to adjourn. S. Kio seconded. Meeting adjourned at 7:03 PM.*