

1 **Northwest Vermont Communication Union District**

2 **Communications Sub Committee**

3 **October 28, 2021; 6:00 p.m.**

4 **57 Depot St, Enosburg Falls, VT 05450**

5
6 Attendance: Sean Kio (Staff), Ken Millman (Alburgh), Dave Stanley (Fairfax), Mary Catherine Graziano
7 (Isle La Motte), Mary Kay Raymond (Fairfax, Vice-Chair), Emily Klofft (NRPC)

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9 **Call to order/Adjustments to Agenda**

10 Chair K. Millman called the meeting to order at 6:01 PM. There were no adjustments to the agenda.

11
12 **NWCUD DBA name**

13 K. Millman stated that he and S. Kio had developed a list of around 100 “doing business as” names to
14 use for the CUD. K. Millman presented on the top 10 names he and Sean had developed and opened the
15 floor to other ideas. K. Millman stated that M. Graziano had emailed in the idea of Hero Fiber and that it
16 should be added to the list as well. The Committee discussed the various DBA name alternatives. D.
17 Stanley stated he felt it was important to include Northwest as a locator.

18
19 The Committee discussed how many options to provide to the full Board. S. Kio stated he felt 3 options
20 would be sufficient. S. Kio suggested that everyone should rank their top three choices out of the
21 options provided to determine which names should be provided to the full Board.

22
23 E. Klofft tallied the results from the members: five votes for Northwest Freedom Fiber, five votes for
24 Northwest Fiberworks, three for Northwest Hero Fiber, three for Scenic Fiber, one for Hero Fiber, one
25 for Northwest Fiber. S. Kio asked if there was a need for the Northwest in front of Hero Fiber, since Hero
26 Fiber was already a geographic indicator for the District. The Committee generally agreed that Hero
27 Fiber would be preferable. The Committee had additional discussion about the names selected.

28
29 K. Millman suggested that there be five names to be voted on. Based on the ranking of the Committee
30 members and suggested there be a short list sent to the full Board in advance. S. Kio suggested sending
31 a ranked-choice survey for the 4-5 options to the Board. Based on the ranking of Committee members,
32 S. Kio suggested that the five options be Scenic Fiber, Hero Fiber, NW Fiber, NW Fiberworks, NW
33 Freedom Fiber. M. K. Raymond suggested that instead of NW Fiberworks, the name should be NW
34 Fiberworx to represent the x in the acronym FTTX which stands for fiber to the premise. The Committee
35 generally agreed with making this change. E. Klofft stated that she would put together a survey for the
36 Board.

37
38 **Facebook member recruitment and public info campaign (paid)**

39 K. Millman stated that he and S. Kio are working on a Facebook campaign, S. Kio will be working on
40 designing campaign materials to recruit new representatives and increase awareness of the CUD. K.
41 Millman stated there will also need to be an overall conversation about roles & responsibilities, there is
42 a need for the rest of the Board to boost organic posts by liking & sharing. K. Millman suggested tabling
43 the advertising task until there is copy to review. The Committee agreed to table this discussion.

44

1 The Committee discussed increasing Board involvement in the Facebook page. M. Graziano
2 recommended requesting that members share it to group pages they are part of, as that may feel more
3 comfortable than sharing it to the individual's page.

4

5 **Press/media releases**

6 K. Millman stated he was developing a distribution list for press release. Currently, the CUD has been
7 distributing its press releases to the Islander, Messenger and VTDigger. D. Stanley suggested adding the
8 County Courier. M. K. Raymond suggested adding the Milton Independent. K. Millman suggested adding
9 the Colchester Sun as well. K. Millman stated that there may be more opportunities for press releases in
10 the future. S. Kio will draft releases and send to the Committee for review.

11

12 M. Graziano asked if the CUD posts to Front Porch Forum. S. Kio stated the CUD no longer had a
13 business membership because it was too expensive. K. Millman stated he thought it was a good idea for
14 members to post on their community's pages, similar to Facebook.

15

16 **Roundtable discussion series**

17 K. Millman stated that the roundtable discussion series should be tabled for now because it will be too
18 much work for the CUD's volunteer base at this time. The Committee generally agreed with this
19 approach.

20

21 **New monthly meeting time**

22 K. Millman suggested meeting during the day. Committee members stated that they were able to make
23 daytime meetings. S. Kio stated that between 10 AM and 2 PM on Thursday would be the best time. K.
24 Millman suggested meeting 1 PM. The next meeting will be Thursday at 1 PM.

25

26 **Public Comment**

27 No public comment.

28

29 **Adjourn**

30 *D. Stanley motioned to adjourn, M. Graziano seconded. Motion carried. Committee adjourned at 6:52*