

1 **Northwest VT Communication District Communications Subcommittee Meeting**
2 **January 27, 2022 at 6:00 p.m.- Meeting Minutes**
3 **Virtual Zoom Meeting**
4

5 **Attendance:** Sean Kio (ED), Ken Millman (Alburgh), Mary-Catherine Graziano (Isle La Motte), Steve Deal
6 (St. Albans Town), Kris Lantz (Berkshire), Dave Stanley (Fairfax), Shaun Coleman (NRPC)
7

8 **Welcome, Roll Call, Adjustments to the Agenda**

9 K. Millman called the meeting to order at 6:03pm. Followed by a roll call. S. Kio added discuss VCBB
10 federal subsidy to agenda.
11

12 **Public Comment**

13 None.
14

15 **Welcome new member, Steven Deal**

16 S. Deal's Mic was muted. S. Kio introduced Steven Deal as the new representative with St. Albans
17 Town. Great asset to the group with his background, and the committee welcomed him.
18

19 **Facebook Ad Campaign**

20 K. Millman stated that budget is \$1,000 and would like to do an awareness campaign of what is NW
21 Fiberworx to get word out. Stated that 21 Towns and villages have joined and wondered should we still
22 do an awareness campaign or hold the funds and bank them longer for when we are ready to get
23 signups for engaging interest in our offerings. K. Millman asked the group what we should do with
24 Facebook campaign money and is it still available.
25

26 S. Kio answered that we are working with accountant, Brad Lewis to go through all the grant money, we
27 will know in approximately one week if the budget for the Facebook campaign is still there. Pre-
28 registration won't need to be campaigned for from us as that will fall within the ISP. S. Kio stated that
29 we changed our name and asked if we should get exposure out there to familiarize communities with
30 the name change of NW Fiberworx.
31

32 D. Stanley suggested that ISP information will need to be a press release and if that will be soon then we
33 should wait and advertise with the community at that time.
34

35 K. Lantz asked if there is a certain audience we are hoping to advertise to. S. Kio stated our audience is
36 very broad, 97% of businesses and households in our area. K. Millman stated FB and Front Porch Forum
37 has been their best resource for those that are interested in his area.
38

39 **Board Members Serving as Social Media Ambassador**

40 K. Millman expressed that he is disappointed that more board members do not share content on
41 Facebook, it is free advertisement.
42

43 M. Graziano stated that the people that view her personal Facebook page aren't going to understand
44 the content, it's too technological. She would like to work on some memes that can be shared. S. Deal
45 agreed.
46

47 S. Kio is planning on going around to communities and letting them know what we do, as it is easier to
48 have a conversation with someone than through a post.

49
50 A back-and-forth discussion took place regarding these points amongst the group.

51
52 K. Millman brought the discussion back to the original topic as he felt we have all the pieces and it's just
53 as simple as sharing the Facebook posts. The group decided to keep working on this in the future as it is
54 a time consuming and complex topic.

55 56 **Monthly Update**

57 K. Millman suggested perhaps the monthly update on social media should be updates by NW Fiberworx.

58
59 M. Graziano agreed we should have regular updates to share on social media.

60
61 S. Kio asked if it would be helpful to have a topic resource guide, of what is the role of CUDs and NW
62 Fiberworx, having a living document on certain topics.

63
64 K. Millman agreed that would be something we should have as well as advertising the "what's new"
65 component, he states it is a matter of finding our voice.

66 67 **NW Access TV Discussion**

68 S. Kio expressed wanting to have a round table discussion live on the air with our committees and stated
69 NW Access TV will help initially but we will need to find someone to operate in the control room and
70 production in the long term.

71
72 K. Millman noted that JR didn't want to commit to it but that he can be of some assistance. Ken will ask
73 JR again and see if he knows anyone that might want to take this task on from the community.

74
75 D. Stanley suggested maybe an audio-visual department at a school would do it.

76
77 K. Lantz volunteered that he might be willing to do this as he has a background in it. Ken will introduce
78 Kris to NW Access TV, follow up with JR and agreed with Dave that an AV club at a school might be a
79 good idea as well.

80 81 **Legislative Outreach**

82 S. Kio stated that he navigates the VCBB board and public service department and fields questions as
83 they come up. He would like to provide updates consistently and more regularly to legislators in our
84 district. S. Kio expressed that this is something we need to make a point to do, and we should think
85 about how to do that as we move forward. Notices and official letters to legislators would be good to
86 keep them updated.

87 88 **VCBB Federal Subsidy**

89 Not discussed.

90 91 **Other Business**

92 None.

93

94

95 **Adjourn**

96 *D. Stanley motioned to adjourn. M. Graziano seconded. Motion carried.*

97

98 Meeting adjourned at 7:13 pm.

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