

1 **Northwest VT Communication District Communications Subcommittee Meeting**
2 **February 24, 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), Chasidy Benjamin (Admin)
7

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

9 K. Millman called the meeting to order at 6:02pm. Followed by a roll call. No changes to agenda.
10

11 **Public Comment**

12 None.
13

14 **Approval of 1/27/22 Minutes**

15 *M.C. Graziano motioned to approve January 27th minutes. D. Stanley seconded. Motion Carried.*
16

17 **Distribution of Approved Business Plan and Pending Announcement of ISP Partnership**

18 *K. Millman motioned to enter into Executive Session to discuss the next two topics whereas premature*
19 *general public knowledge would clearly place the public body or a person involved at a substantial*
20 *disadvantage. M.C. Graziano seconded. Motion Carried.*
21

22 *K. Millman motioned to exit Executive Session. M.C. Graziano seconded. Motion Carried.*
23

24 No action was taken in Executive Session other than to end Executive Session.
25

26 **Facebook Ad Campaign**

27 K. Millman stated that the committee can move forward to start working on the text of a Facebook
28 campaign but is looking for someone to help with the graphic design aspect.
29

30 **Northwest Access TV**

31 K. Millman noted that he connected Kris Lantz with Roger from NW Access TV since Kris expressed
32 interest in helping and stated we would need an update from Kris.
33

34 **Curated List of Talking/Posting Points for Reps to use on Social Media**

35 K. Millman requested some direction from Sean to help with talking points. S. Kio stated he can create a
36 topic and field guide and he would like the group to let him know what questions he can provide
37 answers to for subcommittee members to address with public. The group agreed that would be
38 helpful. K. Millman stated he would compile everyone's questions and then send them to Sean. M.C.
39 Graziano suggested that we have a document created in a shared drive that everyone can add to instead
40 of sending to Ken. The group agreed and Sean created the document.
41

42 **Monthly Updates**

43 K. Millman stated that the monthly updates should take place after the board meeting so that ideas are
44 fresh. M.C. Graziano agreed. K. Millman stated that we can begin that at our next monthly meeting,
45 and subcommittee members can take turns with doing the monthly updates after the board

46 meeting. M.C. Graziano noted if there were a template that would be helpful. K. Millman let her know
47 we can come up with a template once we work through it a few times.
48

49 **Other Business**

50 S. Kio reported that an aspect tied to any release is outreach to legislatures amongst the state levels. S.
51 Kio has already started to reach out to sister organizations and asked if there are any organizations that
52 others come up with to let him know as the announcement would be great to have their support as this
53 will greatly benefit them and what we are doing will have a serious socioeconomic impact on our district
54 and these organizations. K. Lantz proposed to get in touch with schools such as contacting Franklin
55 Northwest Supervisory Union. D. Stanley suggested to include the medical community.
56

57 K. Millman welcomed K. Lantz and asked him if he could update on NW Access TV. K. Lantz reported
58 that he talked with Roger, and discussed doing a show in Mid-March, ideas included having guests or
59 answering questions to the public. Facilities are lightly used on Monday, Thursday, and Friday from
60 9am-4pm but other times can be requested. K. Lantz stated we can set a date and we can get back to
61 them. K. Millman asked that given we might have some substantial news very soon do we want to make
62 our first NW Access TV show with our business model and try to explain to the public, after that
63 continue doing smaller topics. S. Kio agreed that episode one could be a public announcement and
64 perhaps do that episode without a guest. S. Kio proposed we can do it on or around 3/24/22, and
65 suggested a 30-minute show, he also volunteered to be on the show to help provide information. There
66 was a brief discussion amongst the group of how to format the show and who to moderate. The group
67 agreed on trying to do the first episode 3/24/22 or sooner if needed.
68

69 **Adjourn**

70 *M.C. Graziano motioned to adjourn. S. Deal seconded. Motion carried.*
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72 Meeting adjourned at 6:57pm.
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