

1 **Northwest VT Communication District Communications Subcommittee Meeting**
2 **March 24, 2022 at 6:00 p.m.- Meeting Minutes**
3 **Virtual Zoom Meeting**
4

5 **Attendance:** Sean Kio (ED), Mary Kay Raymond (Ops PM), Chasidy Benjamin (Admin), Ken Millman
6 (Alburgh, Subcommittee Chair), Mary-Catherine Graziano (Isle La Motte), Steve Deal (St. Albans Town),
7 Dave Stanley (Fairfax)
8

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

10 Subcommittee Chair K. Millman called the meeting to order at 6:02pm. Followed by a roll call. No
11 adjustments to the agenda.
12

13 **Public Comment**

14 No members of the public present, therefore no public comment.
15

16 **Approval of 2/24/22 Minutes**

17 The subcommittee did not get to review the minutes prior to the meeting and will approve at the next
18 communications meeting.
19

20 **Distribution of Approved Business Plan**

21 S. Kio confirmed it is published on our website and publicly available. There will be some refinement to
22 the business plan, as we recently went through a VCBB review for construction grant preapproval and it
23 went well for us but there are a few items that will need to be updated on the business plan.
24

25 **Announcement of ISP Partnership Update**

26 K. Millman stated that the media was all over the ISP Partnership announcement, which is great
27 news. K. Millman asked the group if they had any of their own experiences within their communities
28 regarding the announcement that they would like to share. S. Kio stated that everyone he talked to had
29 good responses to the news, we did not get any pushback like we thought we would. M.K. Raymond
30 and M.C. Graziano noted that they heard that people were excited, but they would believe it when they
31 see it.
32

33 **Facebook Ad Campaign**

34 K. Millman announced that he has done more posting on NWFx Facebook page, he is finding it easier to
35 post with having the FAQs as a resource to create posts. S. Kio gave a reminder that we can all feel free
36 to post about exciting NWFx projects, but we need to tread lightly as we are a public entity and we do
37 not want to sound like we are promoting certain partners or vendors. S. Kio stated that we do not have
38 the budget to do a formal campaign right now.

39 K. Millman noted that he does get questions on the white spots on the map when we share the NWFx
40 map graphic. D. Stanley asked why St. Albans City isn't on the map. S. Kio answered that it's a
41 community that doesn't have a lot of grant dollars with it or a lot of underserved, but it is likely only a
42 matter of time until they are on the map.
43

44 **Northwest Access TV Update**

45 K. Millman stated that J.R. Cox has been a huge help in connecting us with NW Access TV and he has
46 been in contact with Sean as well. J.R. Cox has provided us with days and times that we can use the

47 studio as well as other helpful details. K. Millman will connect with J.R. again before our next meeting
48 and share an update with the group then.

49

50 **Events Marketing**

51 S. Kio asked for the subcommittee's thoughts on NWFx having a booth at farmers markets or joining
52 another booth. K. Millman asked if there would be a budget for advertising, S. Kio answered that we
53 have a small budget that we can use for this, perhaps for a handout but not a whole booth. K. Millman
54 stated he can put a list together of some bigger events like Franklin County Field Days where we can
55 market with the handouts. M.K. Raymond announced our goal with the marketing is that we want to
56 bring awareness to communities of our project and what we will have to offer.

57

58 **Monthly Updates/Newsletter**

59 K. Millman offered he can take the highlights directly out of the monthly board meetings to create a
60 newsletter.

61

62 **Other Business**

63 S. Kio stated that a pro and a con of our public announcement is that we were contacted by out of the
64 region vendors. We are getting an idea of vendors we would like to see submit proposals and this has
65 been very beneficial. On the other hand, there has been a lot of inquiries from the Chittenden County
66 communities. Right now, we have a financial model that works, if we start to aggregate communities
67 without grant dollars then our model crumbles and would risk our 21 communities that we currently
68 represent. S. Kio also noted he was asked to testify before the House Energy and Tech Committee on
69 Friday on the topic of what is now being referred to as "Orphan Communities". Communities that are
70 not part of a CUD that are seeking a solution have asked him to testify primarily regarding the
71 discussions between NWCUD and Colchester.

72 M.K. Raymond stated we do feel for the community members in those Chittenden County communities
73 that do not have internet service, we do not want to see them fail but we cannot take them on and
74 jeopardize our CUDs success.

75

76 M.K. Raymond and S. Kio have a couple of conferences they are each going to attend which is good
77 exposure for NWFx, we have business cards and envelopes ordered.

78

79 **Adjourn**

80 *D. Stanley motioned to adjourn. K. Millman seconded. Motion carried.*

81

82 Meeting adjourned at 7:00pm.

83