

Marketing, Communication, and Branding Committee

Meeting: Wed Feb 17, 2021 2pm – 3:30pm

Attending: John V, Matt S, Josh G & Ann F

Place: Zoom link

Topics:

Review and revise Mission, Vision, Values, and Goals

MCBC entity/utility name

MCBC task force/coalition rename

Time: Feb 17, 2021 02:00 PM Eastern Time (US and Canada)

February 17th Meeting Notes (MJS)

2:00 Reviewed and revised Mission/ Vision Statement

Reviewed and revised Values

Reviewed and added Goals

Vision

Our vision is to realize a community that is fully connected through high-speed Internet and digital technology to support the educational, economic, and social needs of Midcoast Maine.

Mission

Our mission is to provide every home and business in Midcoast Maine with access to affordable, high-speed, state-of-the-art Internet and best-in-class customer service.

Values

- Community Owned: Community-controlled for the benefit of its customers.
- Affordable: Services provided at a fair price.
- Reliable: Dependable service with minimal downtime.
- State-of-the-art: Incorporating the newest technology, ideas, and features.
- Accessible: Removing financial and logistical barriers to utilizing the network.

Goals

- Create a community-owned regional high-speed Internet network by 2024.
- Establish an open-access network with multiple service providers.
- Be a model community-controlled enterprise for the state of Maine.

2:30 Discussion on re-branding and renaming from Mid-Coast Broadband Coalition (MCBC) and Midcoast Broadband Coalition (MBC). The committee batted around 20 plus names. We boiled down to three suggestions to bring before for the group and/or for its future regional utility.

Suggested for entity/utility:

Midcoast Internet

Midcoast Community Internet

Midcoast Wicked Fast

Suggested URLs to obtain and use:

- MidcoastCommunityInternet.com
- MidcoastInternet.com
- MidComm.com

Suggested renaming of current group/coalition/alliance:

Midcoast Community Internet

Midcoast Community Internet Group

Midcoast Community Internet Coalition

Midcoast Internet

2:50 Revised draft questions from Debra Hall in regards to common community goals for the proposed high-speed fiber optic network. Directive: To define the guiding principles for each town involved with the design, construction, and implementation of [Midcoast Community Internet].

The answers provided assist the upcoming feasibility study, as a regional study and in regards to individual communities. It will further aid the Mission/Vision group in drafting future goals. Your participation and feedback define the extent of commonality that we have among the stakeholder communities.

Please refer to updated Feb 25th, 2021 MCIC Guiding Principles .docx