**Marketing and Communication: October 11, 2018 Minutes**

Attendees: Kristen Neu, Mark Kempner & David Neu

This meeting was called to order on Thursday, October 11, 2018 at 7:00 p.m.

**Committee 2019 Goals/To Do List**

1. Welcome Package to New Homeowners
   1. Add a letter about WML- who we are, how it works, resourceful information, different committees and events
2. Lake Map- “Cartoon” style
   1. Can be put in new homeowners’ packet and then available in the office for a small cost
   2. Include resourceful info (hours, phone numbers, security info)
   3. Will reach out to potential vendors, get an idea of pricing; possibly have sponsors to reduce cost
3. Collecting email addresses
   1. Through boat registration
   2. At events, including elections
   3. When dues are paid
4. Offer a text service
   1. Not entirely familiar with the execution or cost of this; committee will do more research
5. POA Facebook page
   1. Weekly posting listing the meetings
   2. Reminders the morning of board meetings, 1st and 2nd annual meeting
6. Marketing of Rentals
   1. Need to evaluate what is currently being done first, then decide next steps

The meeting was officially adjourned at 7:59 pm.

Minutes written by: Kristen Neu-Chair

Minutes approved by: Mark Kempner-OIC