Marketing and Communications Committee Minutes

August 9, 2018 meeting

Attendees: Kristen Neu and Mark Kempner

We discussed what tools are currently available to use and how we can better use them. Right now, we have the following tools.

* **Newsletter** – This is distributed monthly in paper format and on-line format. We would really like to try ways to increase on line use and decrease paper use for savings. Lauren produces the newsletter and we know we can work with her. I am reaching out to her to see if as a resident she would like to join the marketing committee.
* **Website** – this is a very static tool that we don’t change often and when we do it is for more of permanent usage. We believe that getting members to visit the website will keep them better informed and understand how the community works.
* **Facebook** - We will be reviewing our Facebook page and looking for ways to improve it. One example would be to put a link on Socialize and Discuss to our WML page. It seems meaningful and not so meaningful dialogue occurs on Socialize and this Facebook page has a large amount of WML members but is not always accurate. We need to get them to use our page for accurate information.
* **Email** – Currently our email list for marketing and timely information regarding the community is somewhere north of 400 participants, not quite 20% of the community. We are using the email tool to inform members of special events happening. We use existing approved ads when doing a mailout, so far, we have promoted house activities and women’s club activities.
* **Signs** – We use a variety of signs both hand-made and professionally produced.

 Future projects for the marketing and communications committee.

* Cartoon specialty map of the community for new homeowners and possibly sell to members of the community with the proceeds going to the Country Club
* Marketing piece fully and simply explaining how the POA and the Country Club work. So many residents just don’t understand the relationship between the POA and Country Club. We would put this in the new home owner’s basket as well as make it available to current members.
* Realtor’s out reach program. Many realtors have no idea how updated our common properties are thanks to available funding to upgrade and add to our facilities.
* New and improved out reach program to groups such as wedding planners, special events planners, music and concert promoters and business meeting planners.

Meeting adjourned at 8 PM

Approved by: Mark Kempner