**Marketing and Communication: July 20, 2023 Minutes**

Members Present: Ami Nickel, Kristen Neu, Alyssa DeNora, Dan Grant

This meeting was called to order on Thursday, July 20, 2023 at 6:35 p.m. in the Clubhouse

Old Business

* Briefly reviewed last month’s meeting to catch up Alyssa
  + Newsletter costs, CC website, expanding newsletter email list, POA FB admins, etc.
  + Again reviewed need for Media Policy; we will address soon once the core responsibilities are confidently under control

New/Ongoing Business

* 2024 Budget
  + 527.01 Printing- Current 2023 spending is on pace for $19K, recommend keeping at $19K
    - Will evaluate/analyze numbers further, by comparing printing quotes and reducing printing quantities.
    - Existing newsletter email list- multiple documents/lists exist, Alyssa working to clean up and streamline.
    - Building the newsletter email list- consider an insert into the newsletter, flyers around community, post and share on FB, email existing email lists to encourage sign ups
  + 357 Revenues- On pace to bring in more revenue than budgeted; recommend $15K for 2024
    - Discussed adding language in newsletter to promote advertising.
  + 527.02 Salary- Alyssa will be tracking hours and will make a recommendation, will leave at $0 for now
  + 527.03 Postage- tracking slightly over budget, recommend $14K for 2024
* Spruce- $75/mo for verified users, waiting on full onboarding quote from Spruce, need to can bring back to larger group, would need to decide where this is funded if we pursue, possibly POA with CC offset
* Email Sign Ups for Newsletter- Discussed initiatives to boost sign ups to save on print and postage
  + Will be re-launching campaign to get more sign ups
  + Alyssa will be cleaning up the newsletter email list as well
* Discussed bringing back full page ads- A current advertising vendor is interested in taking out a full page ad; committee is in overall agreement with this, as long as Alyssa is able to fit in a page that month; we have to create pricing for the full page ad, and it will be consistent with the pricing of the other ads

The meeting was officially adjourned at 8:00 pm.

Minutes written by Kristen, Co-Chair and approved by Mark, OIC