

Marketing and Communication: December 16, 2021 Minutes

Members Present: Ami Nickel, Mark Kempner, Kristen Neu, Stephanie Silbiger, Mike Ilardi

This meeting was called to order on Thursday, December 16, 2021 at 7:08 p.m. on in the Clubhouse

New Business

Media/Communications Specialist Role

- Role is being posted this month

TOPs

- Reviewed features of Tops that are related to the M&C Committee and Media/Communications Specialist Role
- Discussed ideas to facilitate roll out of the “member portal” to residents such as: Volunteers attend Seniors’ meeting or have a table at Festival to help residents sign up
- Promotion with Social media, Posters on easels in clubhouse, Flyers in, Festival day sign ups, In newsletter, Office emails to groups, camp, boats, etc.

The meeting was officially adjourned at 7:54 pm.

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

January 13, 2022 at 7pm

February 10, 2022 at 7pm

Marketing and Communication: November 11, 2021 Minutes

Members Present: Laura Calabro, Ami Nickel, Mark Kempner, Kristen Neu, Stephanie Silbiger

This meeting was called to order on Thursday, November 11, 2021 at 7:03 p.m. in the Clubhouse

New Business

Media/Communications Specialist Role

- Committee reviewed the final draft of the job description for this role; will be submitted to Wage & Salary committee for approval and posting

TOPs

- Reviewed features of Tops that are related to the M&C Committee and Media/Communications Specialist Role
- Discussed ideas to facilitate roll out of the “member portal” to residents such as: Volunteers attend Seniors meeting or have a table at Festival to help residents sign up

The meeting was officially adjourned at 8:02 pm.

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

December 9, 2021 at 7pm

January 13, 2022 at 7pm

Marketing and Communication: October 14, 2021 Minutes

Members Present: Kristen Neu, Avery Weiner, Mark Kempner, Joanne Machalaba

This meeting was called to order on Thursday, October 14, 2021 at 7:15 p.m. in the Clubhouse

New Business

Media Specialist Role

- Role was included in the 2022 budget
- Committee developed the job description for this role; will be submitted to Wage & Salary committee for approval and posting

The meeting was officially adjourned at 8:00 pm.

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

Marketing and Communication: September 20, 2021 Minutes

Members Present: Kristen Neu, Ami Nickel, Stephanie Silbiger, Laura Calabro

This meeting was called to order on Monday, September 20, 2021 at 7:05 p.m. in the Clubhouse

POA/CC Website

- Committee discussed current websites, future plans
- Brainstormed potential capabilities of the website
- Discussed capabilities as related to Tops software

Media Specialist Role

- Role is proposed in the 2022 budget
- Committee discussed responsibilities as related to the Tops software
- Will work on job description

The meeting was officially adjourned at 8:30 pm.

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

Marketing and Communication: April 8, 2021 Minutes

Members Present: Ami Nickel, Kristen Neu, Mark Kempner, Austin Vallies

This meeting was called to order on Thursday, April 8, 2021 at 7:00 p.m. on Zoom

Old Business

WMLCC Website Update

- Draft is migrated to the CC site
- Committee reviewed the site and made recommendations
- Areas still need copy; will work outside of committee to complete before May meeting

New Business

Marketing and Social Media

- Committee discussed the need for a more uniform approach to communicating with our community through social media
 - Discussed additional opportunities to tie in new CC website to social media to bring in rentals

The meeting was officially adjourned at 8:00 pm.

Minutes written by Kristen & Ami, Co-Chairs and approved by Mark, OIC

Marketing and Communication: March 11, 2021 Minutes

Members Present: Ami Nickel, Kristen Neu

This meeting was called to order on Thursday, March 11, 2021 at 7:00 p.m. on Zoom

Old Business

WMLCC Website Update

- Needs to be moved to the WML website; some areas still need copy; final draft should be ready for board in April; will try to do a “working session” before next M&C meeting to make progress on details.

New Business

POA/CC Board Minute Format

- Reviewed updated proposed template; committee in favor of using that format; commented that format is accurate and digestible, hopefully resulting in more residents interested in reading the minutes.

The meeting was officially adjourned at 7:58 pm.

Minutes written by Kristen & Ami, Chairs and approved by Mark, OIC

Marketing and Communication: February 11, 2021 Minutes

Members Present: Ami Nickel, Kristen Neu, Mark Kempner, Austin Vallies

Proposed New Members: Debby Linnell, Brett Nickel

This meeting was called to order on Thursday, February 11, 2021 at 7:03 p.m. on Zoom

Old Business

WMLCC Website Update

- Recommended to use Wix at a cost of approx. \$180/year; template is more customizable and user-friendly than current template
- Progress of website is great; primary items needed are updated images and copy for different sections of the site
- Will have a “final draft” of website for March meeting

New Business

POA/CC Board Minute Format

- Committee discussed options for the format of board minutes; the committee agreed on sharing a draft of an alternate format with the board for feedback

The meeting was officially adjourned at 8:00 pm.

Minutes written by Kristen & Ami, Chairs and approved by Mark, OIC

Marketing and Communication: January 14, 2021 Minutes

Members Present: Ami Nickel, Kristen Neu

Proposed New Members: Debby Linnell, Patricia Trento, Austin Vallies

This meeting was called to order on Thursday, January 14, 2021 at 7:03 p.m. on Zoom

Old Business

WMLCC Website Update

- Previewed the work that has been done on the website
- The following is needed: photos(post-reno); testimonials/reviews
- Ami will contact office to get this info
- Also discussed different sections to add, including one for WML member-only rental benefits

New Business

Multiple Social Media Pages/ POA Website

- Suggestions brought up about making the POA site more robust; discussed offering sub-pages for other committees (Like Women's Club's sub-page); discussed updating format to be similar to CC page; general consensus of the benefit of these ideas; committee will ask for board input once the CC page is more complete
- Discussed the multiple social media pages for WML; only two "official" Facebook pages exist, but there are others that have been created over the years; discussed pros/cons to having uncontrolled pages run by volunteers; suggested idea that any official page could be managed by WML employees, but giving access to the chairs to post content/events for their committee; overall consensus that more consistency is needed; this is a valuable tool to communicate with our residents that we are not using effectively

The meeting was officially adjourned at 8:00 pm.

Minutes written by Kristen & Ami, Chairs and approved by Mark, OIC