**Marketing and Communication: May 17, 2022 Minutes**

Members Present: Ami Nickel, Mike Ilardi, Kristen Neu, Devon Maloney

This meeting was called to order on Tuesday, May 17, 2022 at 7:05 p.m. on in the Clubhouse

WML Logo

* Committee discussed cleaning up WML Logo; feedback will be given to Brett Nickel; thank you to Brett for volunteering his professional design services to WML for our logo update

Future Meetings

* Committee discussed and decided to keep meetings on Thursdays for now

WebML

* Committee discussed opportunities to sign up people for WebML at Festival; possibly using a tablet to sign up people on the spot
* Verification step in the sing up process has its hold ups; you can send a direct email invitation from the system; Devon to dive into WebML to learn more about capabilities
* Results from community communication survey- 95 responses in about 24 hours
  + Link: https://docs.google.com/forms/d/1n8z9-mvz\_8QfKKZTNn9JGpHQsxsA0lrMxHahknX\_Azs/viewform?edit\_requested=true
  + Initial take aways: Majority would like hyperlinks in the newsletter/email, majority prefer communication to be via email or social media
  + The survey allows people to sign up for the newsletter to be emailed rather than mailed and many residents have already provided updated emails for newsletter delivery
  + We will include a QR code in the newsletter and will continue to post this survey to be shared over the next month.

Website

* Camp and Preschool are excited to collaborate and fully support new/redesigned websites; will begin to work on them this year

Newsletter

* Working with Printer to resolve margins, font size, and faded/light text color
* Newsletter submission form has been working out; it’s effective to keep the submissions in one location.

Event Promotion on Facebook

* Syncing Eventbrite events to Facebook is causing glitches; Devon will speak with Eventbrite this week to resolve; if there’s no solution then we will revert to manually entering in the events into our Facebook page

The meeting was officially adjourned at 8:27 pm.

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