**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