

## **Marketing and Communication: December 14, 2023 Minutes**

Members Present: Kristen Neu, Alyssa DeNora, Barry Mendelsohn, Dan Grant

This meeting was called to order on Thursday, December 14, 2023 at 6:36 p.m. in the Trophy Room

### Ongoing Project Updates:

- Email Blast- Sent first email to the mailing list; the old MailChimp account was deactivated, so a new account was opened; will continue to look at the features and benefits of using this to distribute news and/or the newsletter; will test out a "round up" email blast style for an upcoming newsletter.
- Email List Sign Ups- Discussed creative ways to get more sign ups; discussed collaborating with B&R on a promotion; will reach out to them to collaborate.
- WML Websites- discussed Wix vs. WordPress for the WML webpages; Dan and Alyssa to meet and look at WordPress features and make a recommendation to the M&C Committee.
- New Homeowner Brochure- Women's Club has been working on a brochure to be placed in the New Homeowner Welcome Bag; we just received the brochure earlier this week for review and editing by Marketing & Communications; brochure was reviewed, and corrections and improvements were captured; will reach out to WC subcommittee on how to best share these notes with them.

The meeting was officially adjourned at 7:53 pm.

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

## **Marketing and Communication: November 9, 2023 Minutes**

Members Present: Kristen Neu, Alyssa DeNora, Mark Kempner, Barry Mendelsohn, Ami Nickel, Dan Grant

This meeting was called to order on Thursday, November 9, 2023 at 6:44 p.m. in the Trophy Room

### Ongoing Project Updates:

- Email List Sign Ups- Ongoing push to get more newsletters emailed.
- Email List- Discussed what type of content would be in emails and how often; discussed using an email marketing company; WML already has a Mailchimp account.
- Newsletter Ads- many advertisers are up for renewal in Dec; Alyssa will reach out to everyone.
- WML POA Page- Planning to have the POA page redesigned within the next couple of months; will compare Wix to Wordpress, as Wordpress may fit our needs better.

The meeting was officially adjourned at 8:00 pm.

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

## **Marketing and Communication: October 12, 2023 Minutes**

Members Present: Kristen Neu, Alyssa DeNora, Mark Kempner, Barry Mendelsohn, Ami Nickel, Dan Grant

This meeting was called to order on Thursday, October 12, 2023 at 6:42 p.m. in the Trophy Room

### Ongoing Project Updates:

- Email List Sign Ups- 50 more signups for the emailed newsletter; will be emailing links to
- Instagram- Has been created! Starting to gain followers; will mimic the Facebook content.
- Digital Calendar- discussed hosting a live calendar on the website instead of an image; Wix plugins aren't as robust as we want; looking into more options, possibly sync through Microsoft.
- Newsletter Ads- will add a routine process of sending an email to each advertiser as their ad expires offering renewal.
- New resident sign ups- No sign-ups for the second month; will remind the office that new residents must complete the form when getting badges.
- Discussed Newsletter Printing & Postage line in 2024 Budget- Estimate 2024 printing spend at \$17,000, will recommend reducing budget line at 2<sup>nd</sup> Annual mtg.

The meeting was officially adjourned at 7:40 pm.

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

## Marketing and Communication: September 14, 2023 Minutes

Members Present: Kristen Neu, Alyssa DeNora, Mark Kempner, Barry Mendelsohn, Ami Nickel

This meeting was called to order on Thursday, September 14, 2023 at 6:37 p.m. in the Trophy Room

### Ongoing Project Updates:

- Newsletter Ads- a few new advertisers have joined; we did not solicit them and we do have space; briefly discussed process for advertisers to sign up and if any improvements were needed; discussed/reminded need to develop “bonus content” for the email newsletter
- Email List Sign Ups- Since promoting, 93 new sign ups; discussed possibility to reduce printing/posting lines in 2024 budget, will reassess at Oct M&C meeting; flyers have been placed in some places around the community; will have flyer at 2<sup>nd</sup> annual meeting for residents to sign up
- New resident sign ups- No sign ups so far; Alyssa to connect with office to ensure the process is OK; new residents must complete the form when getting badges
- Website- Alyssa started working on POA website; Alyssa met with Patrizia on CC website and got her feedback for improvements before she goes on leave
- Discussed Newsletter Labor line in 2024 Budget- Alyssa tracking hours, but we may not have enough data to accurately estimate the year; may wait until next year to move salary back to this line and out of G&A
- Utilizing Email Lists- Discuss types of notifications that would come through this; discussed using Mailchimp and limitations under free account; again discussed priority for giving residents same information across all media (website, newsletter, social media, email); incomplete/missing/conflicting information is a constant and valid complaint in WML

### New Ideas/Projects

- Digital Calendar- discussed hosting a live calendar on the website instead of an image; Alyssa to make look into creating this calendar
- WML Resident "Handbook"- Handbook seems to be last updated in 1992; we discussed reviving/redoing this book; first step would be to get it digitized and begin to review; this could be of great value to our residents; need to get an idea of printing costs and discuss how this cost could be covered
- Media Policy- a social media policy was developed and submitted to the board without coming to the Marketing & Communications committee; this topic has been discussed multiple times at our committee and is reflected as such in many months' worth of minutes; committee wishes to pursue a media policy, not specific to social media; many problems exist with communication outside of Facebook exclusively; committee agrees this is still an important topic; will try to get to it this year

The meeting was officially adjourned at 8:15 pm.

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

## **Marketing and Communication: August 10, 2023 Minutes**

Members Present: Kristen Neu, Alyssa DeNora, Mark Kempner, Barry Mendelsohn, Dan Grant

This meeting was called to order on Thursday, August 10, 2023 at 6:43 p.m. in the Trophy Room

### New/Ongoing Business

- Briefly discussed supporting B&R with CC rental business; this is further down our to do list
- Mark is requesting a list of steps the committee is taking in the next year
  - The committee has minutes available for residents to review

### Email List Project

- Committee is resolving a number of communication issues with this project.
- New resident contact info form was created with the office to be given to new residents when they come to the office for their badges.
- Newsletter/notification sign up form was created for existing residents who want to sign up to have the newsletter emailed as well as receive community notifications; this will be promoted on social media and through flyers around the community.
- Existing newsletter email list will be cleaned up as well.

The meeting was officially adjourned at 7:29 pm.

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

## 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

## **Marketing and Communication: June 8, 2023 Minutes**

Members Present: Ami Nickel, Kristen Neu, Alyssa DeNora, Barry Mendelsohn

This meeting was called to order on Thursday, June 8, 2023 at 6:35 p.m. in the Clubhouse

### **Welcome to Alyssa as she joins us as the new Marketing Coordinator!**

#### Old Business

- Briefly reviewed last month's meeting to catch up Alyssa.
  - Newsletter costs, CC website, expanding newsletter email list, POA FB admins, etc.

#### New/Ongoing Business

- Media Policy- That will move higher onto the long "to do" list; as we work to improve the communication with our residents, we have experienced many actions to the contrary, so we will be prioritizing this for our community.
- Newsletter Printing- Received a number of quotes to compare to our current vendor; so far, our current vendor has the best pricing; need to follow up on some more details to ensure we're comparing "apples to apples"
- Full page ad- 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; additionally, we can't guarantee that it's possible to add a full page ad each month; would need some flexibility and will talk to the advertiser to see what we can do for them.

The meeting was officially adjourned at 8:00 pm.

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

## **Marketing and Communication: May 11, 2023 Minutes**

Members Present: Ami Nickel, Kristen Neu, Mike Ilardi, Mark Kempner, Dan Grant, Laurie Marks, Joanne Machalba, Roger Crook, Scot Desort

This meeting was called to order on Thursday, May 11, 2023 at 6:35 p.m. in the Clubhouse

### TOPs

- Presentation from Spruce Tech; Mark, Systems Administrator, and Joe, Solutions Manager
- Discussed TOPs ability to be a stronger vehicle for community communication; event calendar, reporting & AR
- Discussed our M365 features like Power Platform; we potentially already have this feature; discussed potential integration to our Wix site
- Spruce Tech will begin discovery of WML website, newsletter, Facebook, etc. and return for a follow up meeting to discuss potential services and pricing

### Updates

- Reviewed updates on ongoing projects
  - Newsletter printing costs- Vicky will pursue a quote from the vendor she's been communicating with; Dan recommended a printing vendor that we will also pursue a quote from for comparison
  - Email Newsletter Signup- No update
  - CC Website Formatting -No update
- POA Facebook Admins
  - Committee learned that a volunteer was given access as an admin (not an employee or board member); based on past success, committee agreed unanimously that there's no reason for volunteers to have admin access to the POA page; a follow-up email was sent asking if there was a reason for this access that we may have missed and we have received no response.
  - Committee noticed a former employee was still listed as an admin and will be removed.
- POA Facebook Events
  - Some WML community events are still not created on Facebook, even though this committee has established the procedure of maintaining consistent communication from our newsletter to our website to our Facebook page; committee agreed unanimously that all the POA Facebook page will create all community events once the events are announced.

The meeting was officially adjourned at 8:00 pm.

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



## **Marketing and Communication: April 13, 2023 Minutes**

Members Present: Ami Nickel, Kristen Neu, Mike Ilardi

This meeting was called to order on Thursday, April 13, 2023 at 6:35 p.m. in the Clubhouse

- Identified need for progress status of any ongoing projects, any issues, and initiatives from Vicky; we were told that Vicky is ready for more projects, so we will give her the “green light” to finish development and format of the CC website, as well as revive the push for increasing digital newsletter sign ups.
- Discussed social media policy again, as issues keep coming up.
- Discussed Lion’s Club directory project; spoke to a representative from the Lion’s Club about their experience with the directory; we are evaluating if it is something WML wants to bring back; Lion’s Club rep shared difficulties they met with this project.
- Found an old WML Handbook, looks to be from the 90s; committee will look into updating and republishing this booklet; intent would be to give to new homeowners; this could be a fun project and would help welcome new residents with useful information about the community.

The meeting was officially adjourned at 7:25 pm.

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

## **Marketing and Communication: March 9, 2023 Minutes**

Members Present: Vicky Hess, Ami Nickel, Kristen Neu

This meeting was called to order on Thursday, March 9, 2023 at 6:36 p.m. in the Clubhouse

### Newsletter

- Printing pricing- Vicky started to reach out to vendors for quotes; she's been answering their follow up questions and will have at least two quotes soon; quotes will include option to address the newsletters and/or mail direct.
- Need to talk to Ryan about how ad revenue is accounted for; January 2023 only shows \$371, which could not cover all of the ads; will set up a meeting to review.

### Social Media

- Catching up on Facebook posts and events; committees are still not using the POA as the primary source of community information; will remind the board again and/or reach out to the specific chairs/OICs
- Committee discussed Facebook pages or groups with WML name on it used in an "official" capacity vs. non-official capacity; this would be addressed in a social media policy; this topic may be moved up on our to do list.

The meeting was officially adjourned at 7:58 pm.

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

## **Marketing and Communication: February 9, 2023 Minutes**

Members Present: Vicky Hess, Ami Nickel, Kristen Neu

This meeting was called to order on Thursday, February 9, 2023 at 6:38 p.m. in the Clubhouse

### Newsletter

- Reviewed Jan committee minutes for any updates
- Printing pricing- Will begin to get quotes for printing of newsletters to ensure that we are paying a competitive rate

### Social Media

- Committees are still creating their own posts instead of sharing from the POA page; events are also still not being created on the WML POA page; Vicky will initiate creating events to support committees; we will remind the board again to share from the POA page and to provide Vicky with info needed for social media posts & events

The meeting was officially adjourned at 7:59 pm.

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

## **Marketing and Communication: January 17, 2023 Minutes**

Members Present: Vicky Hess, Ami Nickel, Kristen Neu

This meeting was called to order on Tuesday, January 17, 2023 at 7:11 p.m. in the Clubhouse

### Newsletter

- So far, all but one advertiser has renewed their ad at the new rates
- “Monthly Featured Pet/Service Animal” is well received so far; we’ve received a few submissions already
- Discussed Ad Tracking- Will track all internal and external ads in a spreadsheet for each month
  - Will hone in on the cost of the newsletter (per page) to assist with allocations
  - Will track labor hours spent on newsletter per month, with the goal of bringing that salary back to 527.02 of the POA budget in October, so we have a more accurate picture of costs

### Social Media

- Discussed reminding the board to send info, pictures, etc to Vicky to post as we rev up for the 2023 season
- Discussed events, registration, tickets sales starting to pick up. Vicky will publish all known events and utilize the calendar for posts on FB. She’ll collaborate with committees on preferred dates to publish and promote, as well as any details that are important to include.

The meeting was officially adjourned at 8:45 pm.

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