**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