

Marketing and Communications Minutes: November 10, 2022

Members Present: Vicky Hess, Laura Calabro, Kristen Neu, Devon Maloney, Mark Kempner

This meeting was called to order on Thursday, November 10, 2022 at 7:11 p.m. in the Clubhouse

Welcome Vicky! Vicky started this week as the new Media manager. Devon will overlap with Vicky throughout the month and begin to train her on everything. Thank you to Devon for making a large and positive impact on our community in a short time!

Websites

- Bringing Vicky up to speed on the websites and getting her access to the account.

Newsletter Ads

- Need email addresses of advertisers; Vicky will reach out and get email addresses for all current advertisers; email with the new ad pricing to be sent to advertisers this upcoming week

Text program for the community

- WebML portal offers a text program, but it's costly; in the future, we will consider looking at other programs to compare costs in the near future

The meeting was officially adjourned at 8:01 pm.

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

Marketing and Communication: October 6, 2022 Minutes

Members Present: Ami Nickel, Kristen Neu, Devon Maloney

This meeting was called to order on Thursday, October 6, 2022 at 6:25 p.m. in the Clubhouse

Newsletter

- Committee created the proposed new newsletter ad schedule, which will go into effect 1/1/2023; no renewals will be accepted from now until the end of the year (except for one month ads); updated forms will go out to all current advertisers this month
- Discussed content to add to the pages that are online only; some ideas are: pet of the month, community Q&A, contests like best catch, best sunset photo, poem submissions, kid's contests, etc

Committee meeting time changes- Committee discussed updating the newsletter calendar and POA website when a committee meeting changes from its normal time; will remind the office to communicate any changes to Devon so she can update accordingly.

The meeting was officially adjourned at 7:21 pm.

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

Marketing and Communication: September 15, 2022 Minutes

Members Present: Ami Nickel, Kristen Neu, Devon Maloney, Mark Kempner

This meeting was called to order on Thursday, September 15, 2022 at 7:11 p.m. in the Clubhouse

Website

- Country Club website: Received new photos and copy; actively working on updating

Newsletter

- Continued discussing the newsletter ad program
- Committee agreed that the ad submission process be changed to the following: Office to receive applications, send to Devon for approval before confirming and taking payment
- Discussed different pricing ideas, different ad sizes, etc.
- Plan is to have a new ad program rolled out to advertisers in October, and put in effect 1/1/2023

The meeting was officially adjourned at 8:20 pm.

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

Marketing and Communication: August 31, 2022 Minutes

Members Present: Ami Nickel, Kristen Neu, Devon Maloney, Mark Kempner

This meeting was called to order on Wednesday, August 31, 2022 at 7:05 p.m. in the Clubhouse

September Meeting- Move from September 8 to 15

WebML

- A meeting will be scheduled with TOPs to learn more about the portal capabilities

Website

- Preschool website: Will send a reminder for content needed
- Country Club website: Meeting next week to make format, verbiage and image changes/updates; will also give Patrizia access to edit the site for any future updates

Facebook

- Inbox/comments on posts- Auto-reply was set up for messages; Devon will lead the responses to messages and will reach out to the office when assistance is needed answering.

Newsletter

- Discussed ideas for revamping the advertising program; some ideas include: removing full page option, offering an ad option that's only available on the digital version of the newsletter, standardizing ad sizes with specific dimensions, adding a "banner" size ad option, adding an upgrade option for clickable links, adding option for premium placement within the newsletter
- Reviewed monthly costs for newsletter; Will continue to promote email delivery to save on costs
- Reviewed budget lines for 2023 budget; recommendations are as follows and will be shared at 1st Annual Meeting on Weds Sept 14
 - 527.01 Printing: \$19,000
 - 357.00 Revenue: \$17,000
 - 527.03 Postage: \$11,000
 - CC Offset: \$5,500

The meeting was officially adjourned at 8:34 pm.

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

Marketing and Communication: July 21, 2022 Minutes

Members Present: Ami Nickel, Kristen Neu, Devon Maloney, Mark Kempner, Laura Calabro, Joanne Machalaba

This meeting was called to order on Thursday, July 21, 2022 at 7:11 p.m. in the Clubhouse

Website

- Preschool website: “bones” of the website have been developed; Holly (Director) has been sending info that we’ve been uploading to the site
- Country Club website: Will be getting more content and pictures from recent events; have some professional photos from festival weekend; discussed getting interior photos of different rooms that an event photographer wouldn’t typically shoot; discussed highlighting “non-traditional” rentals, like a birthday party or weekday business meeting

Facebook

- Having the POA page as the original “source” of postings is resulting in more traffic to our page; there is still feedback from residents that they’re not sure what the “official” page is; will remind Board again that info originates from the POA page; audience reach is up 58% in the past 90 days; posts with best results are ones with pictures
- Devon will create an internal social media calendar for the year to document the cadence of the year; this will make it easier year to year to keep on track and also prevent missing any events/announcements
- FB Stories: Devon will start sharing WMLPOA posts to the page’s stories; this is just another way to reach our audience
- Target audience posts
 - These posts have a message that’s meant for a specific audience, not intended to cast a wide net
 - The message should be sent by an email to that group, not a broad-reaching Facebook post
 - Examples of target audiences are: camp, swim, boats, kayaks, preschool, etc.
- Inbox/comments on posts- Devon will speak with the Office about how to best manage these
 - Messages go unanswered, or the response is unhelpful
 - Creating a “cheat-sheet” of responses to help and be resourceful to our residents
- Posts often are missing important details- time, location, age range, etc.
 - Remind the committees to proofread; submissions for postings need to be more thoughtful and not last-minute

WebML

- Discussed online payment fees, 3.5% on WebML, 3% in office; need incentive
- Committee recommends another WebML meeting with Tops to learn more about the system and how it can benefit WML

Newsletter

- Update on design and printing: the printer hasn’t had issues recently; it’s been printing well; color and margin issues have been resolved
- Newsletter/communication survey- Going to re-publish the survey to Facebook so residents have more chances to sign up for the emailed newsletter
 - QR code to sign up for the emailed version of the newsletter will remain in the newsletter
- Look back: Discussed the practice of looking back to previous years; Devon reaches out to the appropriate committee when she sees something missing to double check
- Discussed what it costs us to print a page; what’s our ROI on the ads; are we charging the appropriate rate for our costs; discussed adding hyperlinks to PDF of Newsletter

The meeting was officially adjourned at 8:58 pm.

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

Marketing and Communication: May 17, 2022 Minutes

Members Present: Ami Nickel, Mike Iardi, 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 sign 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

Marketing and Communication: April 19, 2022 Minutes

Members Present: Ami Nickel, Mark Kempner, Stephanie Silbiger (left early), Kristen Neu, Devon Maloney

This meeting was called to order on Thursday, April 19, 2022 at 7:05 p.m. on in the Clubhouse

Newsletter

- New submission form for committee announcements and events has been created and is starting to be used
- Discussed a historical issue with old information being copied over from old ads; details that a committee did not request has ended up in the newsletter; discussed sending ads back to the committee for review before printing
- Will create an ad submission form and website submission form as well in the near future
- Asked Legal and Bylaws to review if the Newsletter is required to be printed and mailed monthly
- Discussed initiative to get more residents to sign up for receiving the Newsletter via email; discussed creating a form where it is easier to sign up for email; Devon to research WebML's capabilities for this, in addition to WebML's capabilities to add "tags" to accounts

Facebook

- Content calendar has been created and set up for this month; there were errors in some of the previous scheduled posts; reminder to go back and correct errors if details change for the posts that are already scheduled

Websites

- Discussed redesign for Camp and Festival website as well; discussed adding a Preschool website; discussed importance of all WML websites being unified under the WML Wix account; will email Camp and Festival about their redesign, and Preschool about their new site

The meeting was officially adjourned at 8:03 pm.

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

Marketing and Communication: March 10, 2022 Minutes

Members Present: Ami Nickel, Mark Kempner, Mike Ilardi, Laura Calabro, Kristen Neu, Devon Maloney

This meeting was called to order on Thursday, March 10, 2022 at 7:08 p.m. on in the Clubhouse

Media/Communications Specialist Role

- Devon was extended an offer for the Specialist role and has accepted!
- Committee discussed upcoming initiatives:
 - Social media contest to encourage sign ups for WebML; committee voted in favor of offering (4) \$25 gift cards to local restaurant for a social media sign up contest
 - Discussed offering another drawing with a larger “prize” for all residents signed up to WebML by a certain date; maybe the fall?
 - WebML posters and banners in draft mode and will be printed soon; add QR code to posters, banner and newsletter to direct residents to the WebML portal log in/registration page
 - Discussed posting board and committee minutes to WebML; will ensure Devon has access; all participation forms (camp, soccer, etc) will be posted to WebML
 - Newsletter ad sales- Devon to find out from office how ads paid in the past; future redesign of ad program: do we think an e-newsletter would reduce ad sales? Decide between Indesign and Canva for the newsletter design program; Long-term newsletter goals: Look into a different design and format; redo advertising package with tiers
 - POA Website: Devon has login access; Laura will support the redesign and begin to look into recommended templates; each committee will have a page available to them; consider having our Facebook feed imbedded
 - Social Media- The POA facebook page is the source for info; there needs to be engagement with our residents; creation of a social media policy for board members
 - Committee support: Devon is here to help support committee with ads, flyers, etc; she is aiming for consistency in our branding and messaging
 - Logo- Get Devon a digital copy of the high-res sunflake; Ami to check with Brett on the “clean up” of the sunflake; once complete, distribute updated logo to the office and committees

The meeting was officially adjourned at 8:08 pm.

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

Marketing and Communications

February 10, 2022

Start time: 7:05pm

End time: 7:58pm

Present:

Ami Nickel

Kristen Neu

Laura Calabro

Avery Weiner

Interviews for the Social media/marketing position have been being conducted by Kristen, Ami Joanne, Michelle and Laurie. A decision will be made before next board meeting.

Discussion regarding WebML-If you registered before the dues statements were mailed out, did you still get mailed a statement?

Ask for credentials for website

Discussed ways to make WebML sign easier for members-side by side instructions

Discussed a contest for sign-ups-gift cards?

Finalizing WebML signs for lobby of clubhouse and banner for entrance to the lake

Submitted by: Ami Nickel-Co-Chair

Approved by: Mark Kempner-OIC