**Marketing and Communication: January 10, 2019 Minutes**

Attendees: Scot Desort, Kristen Neu, Mark Kempner

This meeting was called to order on Thursday, January 10, 2019 at 7:05 p.m.

1. MailChimp Email List
   1. Committee is requesting a full list of the available email lists kept in the office
   2. Committee is requesting a second round of email sign ups be sent to all available email lists. Not all email lists received the opportunity to sign up the first round.
2. Current Website
   1. Committee agreed to request that the committee page of the website have meeting dates and times added.
   2. Committee discussed adding the email addresses of board members to the website. Committee agrees to research cost and functionality of using an “alias” email (ex. athletics@whitemeadowlake.org)

1. Renaming Beaches
   1. Discussed the idea of having a contest to name the beaches. Does the board want to pursue this idea?
2. POA Facebook page
   1. Committee revisited the request for postings; committee agreed to amend the req to include the following items to be posted to the POA Facebook page: changes in the office hours and POA anticipated meeting agenda overview, noting that this is subject to change
3. Lake Map- “Cartoon” style
   1. Answering some questions from the vendors; quotes should be able to be reviewed in February
4. WMLCC Website
   1. Committee discussed creating a website for CC to promote rentals. Scot will research pricing options to review next month.

The meeting was officially adjourned at 8:00 pm.

Minutes written by: Kristen Neu, Chair

Minutes approved by: Mark Kempner, OIC