**Marketing and Communication: January 11, 2024 Minutes**

Members Present: Kristen Neu, Alyssa DeNora, Barry Mendelsohn, Michael Ilardi

This meeting was called to order on Thursday, January 11, 2024 at 6:40 p.m. in the Trophy Room

Ongoing Project Updates:

* MailChimp- Discussed the Free vs. Essentials vs. Standard level subscriptions; as of now the “Essentials” level should meet our needs; overall using MailChimp is more visually appealing and also gives us analytics; will continue research and testing of features.
* Newsletter Email List Sign Ups- Alyssa will create a flyer to use at events; will continue to share on Facebook.
* Websites- Discussed Wix vs. WordPress; plan to first move the Preschool page to WordPress; CC page to be moved by March; Camp to be rebuilt over spring/summer, but moved after summer, with input from Camp Comm and Camp Director (when hired); POA page is paid through Spring of 2025, so we will slowly rebuild that site over this year and migrate in early 2025.
* New Homeowners Brochure- M&C was helping the Women’s Club subcommittee to edit and format the brochure that is to be added to the New Homeowner Welcome Bag; in between meetings, M&C had worked on copy and formatting and developed two drafts, which were not given the opportunity to be presented; another version of the brochure was created without M&C, and M&C again proposed more edits
* Developing a Media Policy is a priority for the next meeting.

The meeting was officially adjourned at 8:00 pm.

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