**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