**Marketing and Communication: October 12, 2023 Minutes**

Members Present: Kristen Neu, Alyssa DeNora, Mark Kempner, Barry Mendelsohn, Ami Nickel, Dan Grant

This meeting was called to order on Thursday, October 12, 2023 at 6:42 p.m. in the Trophy Room

Ongoing Project Updates:

* Email List Sign Ups- 50 more signups for the emailed newsletter; will be emailing links to
* Instagram- Has been created! Starting to gain followers; will mimic the Facebook content.
* Digital Calendar- discussed hosting a live calendar on the website instead of an image; Wix plugins aren’t as robust as we want; looking into more options, possibly sync through Microsoft.
* Newsletter Ads- will add a routine process of sending an email to each advertiser as their ad expires offering renewal.
* New resident sign ups- No sign-ups for the second month; will remind the office that new residents must complete the form when getting badges.
* Discussed Newsletter Printing & Postage line in 2024 Budget- Estimate 2024 printing spend at $17,000, will recommend reducing budget line at 2nd Annual mtg.

The meeting was officially adjourned at 7:40 pm.

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