

Marketing Minutes

January 1/19/26 Start Time: 6:40pm

Attendance: Evan Trisler, Alyssa DeNora, Kristen Neu, Barry Mendelsohn

Anticipated Agenda:

- **Enumerate**
- **Website swap**
- **Community Bulletin Board**
- **Social Media policy/ comments on/off?**

Alyssa Update:

Meeting:

Agreed on Community Bulletin- as long as it's non-profit, unrelated to business now or later. Up to Committee Discretion. Alyssa to create a flyer.

We received a request from a community member to use the newsletter for a social event. We did not have a policy about this but discussed the Community Bulletin above.

Enumerate- discussed calendars and looking into the committee boards. Add Page Policies

Website- Move forward with Wordpress, Approved by Co-chairs

Committee has voted that comments can NOT be turned off unless board makes an official motion to turn off comments.

End Time 7:20pm

Minutes written by Evan Trisler, Co-Chair

Approved by Nelson Vargas-OIC

Marketing and Communication: May 18, 2026 Minutes

Members Present: Kristen Neu, Alyssa Denora, Nelson Vargas

This meeting was called to order on Monday, May 18, 2026 at 6:40 p.m. in the Trophy Room

Ongoing Project Updates:

- Enumerate
 - All goals for Engage have been met. Awaiting status of next steps. Nelson to f/u with Scot.
 - Updating Enumerate Emails- We do not have an update on this from the WML office. Will follow up for status.
- New Home Purchase- Resident Contact Form
 - Reviewed the draft and suggested changes. Added language to incorporate constitution requirements in line with sec 51 regarding using email for notifications.
 - Will send document draft to Laurie for her review and input.
- Websites
 - POA- Reviewed current progress and made suggestions. Alyssa to continue developing.
- Newsletter
 - Revenue/Ads- Two new advertisers have joined.
 - June, July & Aug Newsletter Ideas: Meet the Waterfront Supervisor, Meet the Lifeguards, Kids Corner where kids can submit content (drawings, puzzles, mazes, jokes, word search, Q&A interviews of kids); Fishing club section showing recent catches, Hub Lakes section showing the upcoming games and the past game results, etc.
- Untapped
 - Confirmed Alyssa has access and is able to upload slides for community events, as approved in a prior B&R mtg.
- Media Policy
 - Reviewed draft and made changes. Emailing back around with updates for review and comments.

The meeting was officially adjourned at 9:00 pm.

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

Marketing and Communication: June 15, 2026 Minutes

Members Present: Kristen Neu, Alyssa Denora, Nelson Vargas, Barry Mendelsohn, Michelle Cromwell

This meeting was called to order on Monday June 15, 2026 at 6:38 p.m. in the Trophy Room

Ongoing Project Updates:

- New Home Purchase- Resident Contact Info Form
 - No feedback was received from the office since last month. Small edit made to provide space for additional contact information. Also, edit was made with instructions on sending form back to Laurie and Alyssa's emails. This form will be sent out to title companies to be used at all property closings.
 - Committee voted in favor (4-0)
- Enumerate
 - Updating Enumerate Emails- The office replied and will be working on updating the emails over the next few weeks.
- Websites
 - Dance & Acro and Hubs Lake tabs have been drafted and Alyssa will reach out to the appropriate groups to review.
- Newsletter
 - Meet the Lifeguards- Sent out a questionnaire to the lifeguard staff and have received responses. Will include a feature in July, possibly August as well.
- Media Policy
 - The most current draft was reviewed and suggested changes were discussed and agreed upon. Emailing back around with updates for review and comments.

The meeting was officially adjourned at 8:00 pm.

Minutes written by Kristen Neu, Co-Chair and approved by Nelson Vargas-OIC