

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

Marketing and Communication: July 21, 2026 Minutes

Members Present: Alyssa DeNora, Kristen Neu, Nelson Vargas, Barry Mendelsohn

This meeting was called to order on Tuesday July 21, 2026 at 7:38 p.m. in the Trophy Room

Ongoing Project Updates:

- New Home Purchase- Resident Contact Form
 - The office has acknowledged receipt of the form and will begin to use. Alyssa to reach out and confirm SOP.
- Enumerate
 - Updating Enumerate Emails- Alyssa will check in on the status of the office updating the emails.
- Websites
 - Dance & Acro and Hubs Lake tabs actively being reviewed and updated. Alyssa is collecting relevant photos of amenities around the community. The history page will be reviewed, clean-up, possibly adding images, etc. Discussed review and contribution from local residents.
- Newsletter
 - A lot of email sign-ups came in recently, so the mailing list has been reduced again!!
 - Discussed referral promotion for current advertisers. Will roll out program when Alyssa has space in the newsletter.
- Budget
 - 357.00 Revenues- Recommending \$13K for now, same as 2025. Requesting additional info on potential unrealized revenue from accounting and may amend rec based on this info.
 - 527.01 Printing & Marketing Supplies- We are spending on budget, on pace. Recommend keeping the same as 2025 at \$17,500. Discussed quoting out this scope to ensure this is competitively priced. This was last done approximately 4 years ago, with the current vendor having remained the most competitive.
 - The committee acknowledged recent discussions regarding the possibility of transitioning the WML newsletter to an entirely digital format and eliminating/modifying the associated budget lines. Although the topic has been discussed outside the committee, no formal proposal or implementation plan has been presented to this committee for consideration. Because the newsletter is currently relied upon to satisfy constitutional requirements, and no alternative means of meeting those requirements has been identified, the committee did not vote to take action on the newsletter at this time.
 - 527.02 Communications Salaries- Recommend \$8,100. Note: Employee's salary split, with remaining in 513.12
 - 527.03 Postage- Recommending \$17,000 based on the anticipated increase of \$0.04. Note: Increase takes into account the permit fee plus estimated \$0.04 postage increase.
 - 527.04 Payroll Taxes- This is formula-based, no rec needed
- Media
 - Many comments were received recently from residents about the recent abundance of AI advertisements. Some feedback was written, some was less formal/verbal. Additionally, concern was expressed with using someone's likeness in AI advertisement. It was recommended that consent and legal ramifications should be explored by counsel and Legal committee. It was noted that Alyssa creates her own design content and does not use AI.
 - Ad/flyer submission process was reviewed. The committee reaffirmed that the process is intended to balance committee ownership of event content with the Marketing Manager's responsibility to ensure materials are accurate, professional, and consistent with WML standards prior to publication.
 - When edits affecting the substance or messaging of a submission are recommended, those changes are communicated to the submitting committee for review before publication.

- Editorial-type corrections (like formatting, branding, and similar marketing-related revisions) remain within the Marketing Manager's professional responsibilities.
- Materials submitted for the newsletter are also being utilized for other communication channels, including social media, with the Marketing Manager determining the appropriate timing and format for publication.
- Media Policy will be re-visited next month, as no time remained to address this month.

The meeting was officially adjourned at 9:43 pm.

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