

Marketing Minutes

January 1/9/24 Start Time: 6:35pm

Attendance: Evan Trisler, Kristen Neu, Alyssa DeNora, Mitch Lefkowsky, Lauren Bianchi, Barry Mendelsohn

Anticipated Agenda:

Newsletter

-New advertiser list- review and expand

-Updated rates & flyer

-Community content & submission

Newsletter:

- Reviewed newly edited Newsletter Ad Program Flyer.
 - Are we able to reduce the merchant CC fees?
 - Is our pricing appropriate?
Seek volume of clients first and then upcharge as we see fuller roster
 - Directory of Advertisers added to the Newsletter
 - Adding an Index for Digital Newsletter

Website:

- All Committee meetings are newly organized on the website

New Advertiser list:

- Reviewed current list and suggested new options
- Decided on price changes for Ads in Newsletter.
- Sending out a reminder to advertise with us.
- Offer businesses marketing ideas (coupon ideas)
- Sending out survey to advertisers for feedback
- Committee will suggest new advertisers in the community

Community Content and Submission:

- Meet the Neighbor, Pets, Meet the lifeguards, camp counselors.
- Rules to keep in clean, politics

Review Printer Company contractor and perhaps shop around.

2025 goals- Rev up Advertisers, and community involvement

Adjourned 8:00pm

Minutes written by Evan Trisler, Co-Chair and approved by Lauren Bianchi, OIC

Marketing Minutes

2/13/25 Start Time: 6:39pm

Attendance: Evan Trisler, Kristen Neu, Alyssa DeNora, Mitch Lefkowsky,

Anticipated Agenda:

Newsletter-

Continuing to look for Sponsorships

Alyssa's update to newsletter programming- Layout

List of potential prospective local businesses- Plans to solicit companies this month

Looked to confirm pricing- Confirmed

Confirmed CC/ POA revenue was correct from 2024

Communications/ Social Media Policy

Discussed an auditing and transparency committee to factcheck board members and Social media.

We'll re-circulate the last draft of the proposed media language for the guidelines for the committee to review and discuss next month

Camp

Discussion of what we can do to help market camp

Adjourned 7:44pm

Minutes written by Evan Trisler, Co-Chair

Approved by: Lauren Bianchi-OIC

Marketing Minutes

3/13/25 Start Time: 6:39pm

Attendance: Evan Trisler, Kristen Neu, Alyssa DeNora, Lauren Bianchi, Kathryn, Nelson Vargas

Anticipated Agenda:

Alyssa Update:

No major updates, Advertised for Preschool and Camp, No new community Newsletter involvement.

Reached out to 22 new vendors and one joined.

Misc.

Nelson requested for Newsletter publications to be sent to accounting to distinguish between POA and CC.

Nelson requested - Lets create full page ad pricing

Adjourned 7:40pm

Minutes written by Evan Trisler, Co-Chair and approved by: Nelson Vargas-Treasurer

Marketing Minutes

5/15/25 Start Time: 7:05pm

Attendance: Evan Trisler, Kristen Neu, Alyssa DeNora, Nelson Vargas

Anticipated Agenda:

- **Enumerate**
- **Social Media**

Alyssa Update:

*One new community Submission, no new Ad Revenue, Reached out to 85 new businesses. Reaching out to WML Festival Day Advertisers.

Adjusting Wix contract to monthly instead of 2 years contract to migrate website.

Misc.

Nelson presented a community survey.

Adjourned 7:40pm

Minutes written by Evan Trisler, Co-Chair and Approved by Nelson Vargas-OIC

Marketing Minutes

7/10/25 Start Time: 6:39pm

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

Anticipated Agenda:

- **Community Survey**

Alyssa Update:

- Down to 1566 mailings, more community submissions, meet the lifeguards. +1 advertiser this month

Community Service

- Looking for clarity on price range for community event pricing

Community Survey:

- Discussed multiple details and execution, edits to survey and continued edits via email post meeting to continue momentum.

Adjourned 7:56pm

Minutes written by Evan Trisler, Co-Chair

Approved by: Nelson Vargas-OIC

Marketing Minutes

8/14/25 Start Time: 6:39pm

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

Anticipated Agenda:

- **Budget**

Alyssa Update:

- 1 new- Ad customer

Misc:

- Discussed Newsletter Ad request, agreed that all newsletter ads that are not POA sponsored (i.e. Fall Festival) MUST be sponsored.
- Discussed and agreed upon a promo for new advertisers- 20% off ads for Q4 2025

Budget:

- Discussed initial 2026 Budget Recommendations
 - 527.01 Newsletter Printing- Recommend increase to \$17.5K
 - 357.00 Revenues- Recommend decrease to \$13K
 - 527.02 Newsletter Salaries- 3% increase to \$6,200
 - 527.03 Postage- Recommend keep at \$15,500
 - 527.04 Payroll Taxes- floats off 527.02 (\$589)

Adjourned 7:48pm

Minutes written by Evan Trisler, Co-Chair

Approved by: Nelson Vargas-OIC