**Marketing and Communication: July 21, 2022 Minutes**

Members Present: Ami Nickel, Kristen Neu, Devon Maloney, Mark Kempner, Laura Calabro, Joanne Machalaba

This meeting was called to order on Thursday, July 21, 2022 at 7:11 p.m. in the Clubhouse

Website

* Preschool website: “bones” of the website have been developed; Holly (Director) has been sending info that we’ve been uploading to the site
* Country Club website: Will be getting more content and pictures from recent events; have some professional photos from festival weekend; discussed getting interior photos of different rooms that an event photographer wouldn’t typically shoot; discussed highlighting “non-traditional” rentals, like a birthday party or weekday business meeting

Facebook

* Having the POA page as the original “source” of postings is resulting in more traffic to our page; there is still feedback from residents that they’re not sure what the “official” page is; will remind Board again that info originates from the POA page; audience reach is up 58% in the past 90 days; posts with best results are ones with pictures
* Devon will create an internal social media calendar for the year to document the cadence of the year; this will make it easier year to year to keep on track and also prevent missing any events/announcements
* FB Stories: Devon will start sharing WMLPOA posts to the page’s stories; this is just another way to reach our audience
* Target audience posts
  + These posts have a message that’s meant for a specific audience, not intended to cast a wide net
  + The message should be sent by an email to that group, not a broad-reaching Facebook post
  + Examples of target audiences are: camp, swim, boats, kayaks, preschool, etc.
* Inbox/comments on posts- Devon will speak with the Office about how to best manage these
  + Messages go unanswered, or the response is unhelpful
  + Creating a “cheat-sheet” of responses to help and be resourceful to our residents
* Posts often are missing important details- time, location, age range, etc.
  + Remind the committees to proofread; submissions for postings need to be more thoughtful and not last-minute

WebML

* Discussed online payment fees, 3.5% on WebML, 3% in office; need incentive
* Committee recommends another WebML meeting with Tops to learn more about the system and how it can benefit WML

Newsletter

* Update on design and printing: the printer hasn’t had issues recently; it’s been printing well; color and margin issues have been resolved
* Newsletter/communication survey- Going to re-publish the survey to Facebook so residents have more chances to sign up for the emailed newsletter
  + QR code to sign up for the emailed version of the newsletter will remain in the newsletter
* Look back: Discussed the practice of looking back to previous years; Devon reaches out to the appropriate committee when she sees something missing to double check
* Discussed what it costs us to print a page; what’s our ROI on the ads; are we charging the appropriate rate for our costs; discussed adding hyperlinks to PDF of Newsletter

The meeting was officially adjourned at 8:58 pm.

Minutes written by Kristen & Ami, Co-Chairs and approved by Mark, OIC