**Marketing and Communication: March 10, 2022 Minutes**

Members Present: Ami Nickel, Mark Kempner, Mike Ilardi, Laura Calabro, Kristen Neu, Devon Maloney

This meeting was called to order on Thursday, March 10, 2022 at 7:08 p.m. on in the Clubhouse

Media/Communications Specialist Role

* Devon was extended an offer for the Specialist role and has accepted!
* Committee discussed upcoming initiatives:
  + Social media contest to encourage sign ups for WebML; committee voted in favor of offering (4) $25 gift cards to local restaurant for a social media sign up contest
  + Discussed offering another drawing with a larger “prize” for all residents signed up to WebML by a certain date; maybe the fall?
  + WebML posters and banners in draft mode and will be printed soon; add QR code to posters, banner and newsletter to direct residents to the WebML portal log in/registration page
  + Discussed posting board and committee minutes to WebML; will ensure Devon has access; all participation forms (camp, soccer, etc) will be posted to WebML
  + Newsletter ad sales- Devon to find out from office how ads paid in the past; future redesign of ad program: do we think an e-newsletter would reduce ad sales? Decide between Indesign and Canva for the newsletter design program; Long-term newsletter goals: Look into a different design and format; redo advertising package with tiers
  + POA Website: Devon has login access; Laura will support the redesign and begin to look into recommended templates; each committee will have a page available to them; consider having our Facebook feed imbedded
  + Social Media- The POA facebook page is the source for info; there needs to be engagement with our residents; creation of a social media policy for board members
  + Committee support: Devon is here to help support committee with ads, flyers, etc; she is aiming for consistency in our branding and messaging
  + Logo- Get Devon a digital copy of the high-res sunflake; Ami to check with Brett on the “clean up” of the sunflake; once complete, distribute updated logo to the office and committees

The meeting was officially adjourned at 8:08 pm.

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