**Marketing and Communication: May 11, 2023 Minutes**

Members Present: Ami Nickel, Kristen Neu, Mike Ilardi, Mark Kempner, Dan Grant, Laurie Marks, Joanne Machalba, Roger Crook, Scot Desort

This meeting was called to order on Thursday, May 11, 2023 at 6:35 p.m. in the Clubhouse

TOPs

* Presentation from Spruce Tech; Mark, Systems Administrator, and Joe, Solutions Manager
* Discussed TOPs ability to be a stronger vehicle for community communication; event calendar, reporting & AR
* Discussed our M365 features like Power Platform; we potentially already have this feature; discussed potential integration to our Wix site
* Spruce Tech will begin discovery of WML website, newsletter, Facebook, etc. and return for a follow up meeting to discuss potential services and pricing

Updates

* Reviewed updates on ongoing projects
  + Newsletter printing costs- Vicky will pursue a quote from the vendor she’s been communicating with; Dan recommended a printing vendor that we will also pursue a quote from for comparison
  + Email Newsletter Signup- No update
  + CC Website Formatting -No update
* POA Facebook Admins
  + Committee learned that a volunteer was given access as an admin (not an employee or board member); based on past success, committee agreed unanimously that there’s no reason for volunteers to have admin access to the POA page; a follow-up email was sent asking if there was a reason for this access that we may have missed and we have received no response.
  + Committee noticed a former employee was still listed as an admin and will be removed.
* POA Facebook Events
  + Some WML community events are still not created on Facebook, even though this committee has established the procedure of maintaining consistent communication from our newsletter to our website to our Facebook page; committee agreed unanimously that all the POA Facebook page will create all community events once the events are announced.

The meeting was officially adjourned at 8:00 pm.

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