**Marketing and Communication: September 14, 2023 Minutes**

Members Present: Kristen Neu, Alyssa DeNora, Mark Kempner, Barry Mendelsohn, Ami Nickel

This meeting was called to order on Thursday, September 14, 2023 at 6:37 p.m. in the Trophy Room

Ongoing Project Updates:

* Newsletter Ads- a few new advertisers have joined; we did not solicit them and we do have space; briefly discussed process for advertisers to sign up and if any improvements were needed; discussed/reminded need to develop “bonus content” for the email newsletter
* Email List Sign Ups- Since promoting, 93 new sign ups; discussed possibility to reduce printing/posting lines in 2024 budget, will reassess at Oct M&C meeting; flyers have been placed in some places around the community; will have flyer at 2nd annual meeting for residents to sign up
* New resident sign ups- No sign ups so far; Alyssa to connect with office to ensure the process is OK; new residents must complete the form when getting badges
* Website- Alyssa started working on POA website; Alyssa met with Patrizia on CC website and got her feedback for improvements before she goes on leave
* Discussed Newsletter Labor line in 2024 Budget- Alyssa tracking hours, but we may not have enough data to accurately estimate the year; may wait until next year to move salary back to this line and out of G&A
* Utilizing Email Lists- Discuss types of notifications that would come through this; discussed using Mailchimp and limitations under free account; again discussed priority for giving residents same information across all media (website, newsletter, social media, email); incomplete/missing/conflicting information is a constant and valid complaint in WML

New Ideas/Projects

* Digital Calendar- discussed hosting a live calendar on the website instead of an image; Alyssa to make look into creating this calendar
* WML Resident "Handbook"- Handbook seems to be last updated in 1992; we discussed reviving/redoing this book; first step would be to get it digitized and begin to review; this could be of great value to our residents; need to get an idea of printing costs and discuss how this cost could be covered
* Media Policy- a social media policy was developed and submitted to the board without coming to the Marketing & Communications committee; this topic has been discussed multiple times at our committee and is reflected as such in many months’ worth of minutes; committee wishes to pursue a media policy, not specific to social media; many problems exist with communication outside of Facebook exclusively; committee agrees this is still an important topic; will try to get to it this year

The meeting was officially adjourned at 8:15 pm.

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