

## **Marketing and Communications: December 16, 2024 Minutes**

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

This meeting was called to order on Monday, December 16, 2024 at 6:32 p.m. in the Trophy Room

Ongoing Project Updates:

- Websites
  - Combining committee minutes into one annual document instead of monthly documents; Alyssa began for Athletics and will continue for the rest of the committees
  - POA- Will revisit next month
- Social Media
  - No update
- Newsletter
  - Revenue/Ads- Committee reviewed data of the sizes of ads that have been taken out each month; decided to increase cost of business card and quarter page ad, and reduce cost of banner size, half page and full page for printed/premium ads; decided to include clickable links in ad cost, without upcharge
  - Advertiser's Appendix- Discussed and agreed to add a section each month towards the end that lists all of the advertisers and the page of their ad
  - Alyssa will begin to solicit new advertisers once new rates are published; she will create a new flyer that will include more info about WML and the newsletter to educate advertisers who are less familiar with WML
  - Discussed adding more content to the newsletter, specifically the digital version since we have "unlimited" space; brainstormed ideas such as: Meet the Lifeguards, Meet the Board Members, Kids Corner where kids can submit content (drawings, puzzles, mazes, jokes, word search, Q&A interviews of kids); Fishing club section showing recent catches, Hub Lakes section showing the upcoming games and the past game results, etc.
- Community Survey
  - Discussed conducting an end of year survey for the community to gather data about usage of facilities; this could help us determine where to allocate project money; this may be a topic for Civic Affairs, but Alyssa will create in the end as she creates surveys for committees in WML's Microsoft 365

The meeting was officially adjourned at 7:30 pm.

Minutes written by Kristen Neu, Co-Chair and approved by Lauren Bianchi, OIC

## **Marketing and Communication: November 14, 2024 Minutes**

Members Present: Evan Trisler, Kristen Neu, Barry Mendelsohn, Sally Lefkowsky, Mitch Lefkowsky

This meeting was called to order on Thursday, November 14, 2024 at 6:35 p.m. in the Trophy Room

***Congratulations to Alyssa on the birth of her son!!!***

Ongoing Project Updates:

- Websites
  - Committee Minutes- discussed combining a committee's annual minutes into one PDF document for easier access; Alyssa will begin to work on this simple and easy cleanup to help improve the current site
  - POA- Alyssa reviewed a potential new service through Enumerate, and sent her notes; committee reviewed and will revisit
- Social Media
  - Continuing to post on FB & Instagram. Have been trying to utilize stories more to get in front of more residents
- Newsletter
  - Discussed potentially adding a section for the summer Hubs Lakes sports teams updates; list the records, upcoming games and locations, etc.
  - Revenue/Ads- Discussed a re-vamp of the advertising matrix; reviewed Alyssa's notes/feedback and ideas for new advertisers; considering an increase for print ads; considering including the "clickable" links in the cost, as opposed to an upcharge; Alyssa will reach out to those who haven't renewed for feedback; Alyssa will bring us some data on what ad sizes are most popular each month; discussed revising the flyer for advertisers to include more info about WML and the newsletter to educate advertisers less familiar with us
- Emails
  - Email list for lakefront property owners- Has not heard back from the office yet.
- Community Survey
  - Discussed conducting an end of year survey for the community to gather data about usage of facilities; this could help us determine where to allocate project money; will begin to develop ideas on what types of questions to ask

The meeting was officially adjourned at 8:00 pm.

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

## **Marketing and Communication: October 10, 2024 Minutes**

Members Present: Mark Kempner, Alyssa DeNora, Dan Grant, Kristen Neu

This meeting was called to order on Thursday, October 10, 2024 at 6:35 p.m. in the Trophy Room

### Ongoing Project Updates:

- Websites
  - POA- still on hold, still have not received any update
  - Camp- Alyssa made updates and formatting changes; reached out to Camp Comm. for updated photos and they will provide when available; once the Director is hired for the 2025 season, more info will be able to be populated; it's in great shape for now
- Social Media
  - Going well, no update
- Newsletter
  - Alyssa sent out a records update request to an older email list and received a good response already; 1,065 newsletters are emailed, 1,622 newsletters are mailed
  - Will send email blast to residents to remind them of election and 2<sup>nd</sup> Annual Meeting
- Emails
  - Discussed Alyssa creating an email list for lakefront property owners; there are many reasons to communicate directly with lakefront owners throughout the year (fertilizer usage/lawn care impacting the lake, labeling docks for emergencies, lake weed treatment efforts, etc.); she will begin to work with the office to establish a mailing list with owners and addresses
  - Discussed status of WML email for Preschool Director; did Camp ever request an email for the Director? Will ask for a status from Scot
- Media Policy
  - This is going to L&B for input

The meeting was officially adjourned at 7:15 pm.

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

## **Marketing and Communication: September 19, 2024 Minutes**

Members Present: Mark Kempner, Dan Grant, Kristen Neu

This meeting was called to order on Thursday, September 19, 2024 at 6:35 p.m. in the Trophy Room

Ongoing Project Updates:

- Websites
  - POA- still on hold
  - Camp- The site is live; committee reviewed the site and made recommendations for formatting, editing, and additional features/information
- Social Media
  - Discussed Alyssa's concerted effort to promote annual meetings, elections, committee info, etc.; she has also been adding info to the newsletter
  - Adding activity to stories on FG and IG to get in front of more residents
- Newsletter
  - Discussed new idea of highlighting/spotlighting one committee each month
  - Alyssa is sending out the link again to the newsletter contact list to get more people to update their contacts again

The meeting was officially adjourned at 7:30 pm.

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

## **Marketing and Communication: Aug 8, 2024 Minutes**

Members Present: Barry Mendelsohn, Alyssa DeNora, Kristen Neu

This meeting was called to order on Thursday, August 8, 2024 at 6:35 p.m. in the Trophy Room

Ongoing Project Updates:

- Websites
  - POA- still on hold
  - Camp- Alyssa working with Camp to develop their site; it's about 90% done
- Discussed initial 2025 Budget Recommendations
  - 527.02 Newsletter Salaries- Alyssa estimating approx. 228 hours per year spent on the newsletter; will recommend increasing this line, with commensurate reduction of 513.12 Office/Clerical
- Media Policy
  - No update this month

The meeting was officially adjourned at 7:19 pm.

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

## **Marketing and Communication: July 11, 2024 Minutes**

Members Present: Dan Grant(left at 7:09p), Kristen Neu, Mark Kempner, Alyssa DeNora

This meeting was called to order on Thursday, July 11, 2024 at 6:40 p.m. in the Trophy Room

### Ongoing Project Updates:

- Websites
  - POA- website mapping and development still on hold
  - Camp- since POA is on hold, Alyssa will reach out to Camp to see if they're still interested and ready to develop their website
- Discussed initial 2025 Budget Recommendations
  - 527.02 Newsletter Salaries- Alyssa confirming the estimated hours, with commensurate reduction of 513.12 Office/Clerical
- Media Policy
  - Discussed a few points on the draft; this may be ready to go to L&B; will share with Lauren for her input
- Annual Meeting and Voting Participation
  - August Newsletter will promote August Financial Forum; Alyssa will find out if this will be also available online for those that can't attend in person; will promote the 2024 budget and election to encourage resident participation and education (how to vote, what you're voting for, etc.) with reminders will be in newsletter and online; annual meetings will be Facebook events and promoted in email blasts

The meeting was officially adjourned at 7:55 pm.

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

## **Marketing and Communication: June 13, 2024 Minutes**

Members Present: Kristen Neu, Mark Kempner, Alyssa DeNora, Pat Degnan (Left 7:08p)

This meeting was called to order on Thursday, June 13, 2024 at 6:40 p.m. in the Trophy Room

### Ongoing Project Updates:

- Discussed initial 2025 Budget Recommendations
  - 527.01 Newsletter Printing- Recommend either keep or reduce to \$16.5K
  - 357.00 Revenues- Recommend increase to \$18K
  - 527.02 Newsletter Salaries- Alyssa will calculate the past 12mo and provide estimate, with commensurate reduction of 513.12 Office/Clerical
  - 527.03 Postage- Recommend \$15,500
  - 527.04 Payroll Taxes- floats off 527.02
- Websites
  - POA- Discussed domain hosting; expiration is coming up and we may migrate now; Alyssa to get Scot's input on this; we will meet soon to map out the new POA page; new POA to be complete by early spring 2025
- Media Policy
  - We reviewed and discussed the first draft; will continue at the next meeting

The meeting was officially adjourned at 7:46 pm.

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

## **Marketing and Communication: April 11, 2024 Minutes**

Members Present: Kristen Neu, Barry Mendelsohn, Mark Kempner, Dan Grant

This meeting was called to order on Thursday, April 11, 2024 at 6:55 p.m. in the Trophy Room

### Ongoing Project Updates:

- Preschool- Preschool website live and the Google Business Listing is updated; updated PS photos were needed and Kristen sent those over to Alyssa; Alyssa is an admin on the FB page so she can support PS in posting/creating events/etc;
- Photo Submissions (for website/newsletter): Looking for an improved solution for residents to submit their photos for the newsletter or website; Alyssa researched options and is in favor of Jotform and the features it offers; she'll connect with Suzie to initiate

The meeting was officially adjourned at 7:40 pm.

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



## **Marketing and Communication: Feb 8, 2024 Minutes**

Members Present: Kristen Neu, Alyssa DeNora, Barry Mendelsohn, Mark Kempner, Dan Grant (arrived at the last few minutes of the meeting), Laura Eory

This meeting was called to order on Thursday, February 8, 2024 at 6:38 p.m. in the Trophy Room

### Ongoing Project Updates:

- Websites- Preschool website is ready to proceed; Alyssa will get access to the business listing to get ownership and update details; she will also be an admin on the FB page to support the Preschool.
- Newsletter
  - Email List Sign Ups: Many years ago, the office had an intern calling residents to get emails added; maybe volunteers needing hours for scholarship can do this; will re-pushed the link to sign up for an emailed newsletter, and remind office that all new homeowners have to sign up to get the newsletter emailed.
  - Three new advertisers this month, tight on space for March's newsletter.
  - Discussed organization/layout of the newsletter
- New Homeowners bag- Mark asked about contents; since Women's Club puts these together, he'll stop by the office to look at a bag.
- Developing a Media Policy– Attorney Rob shared a document that we can start with; we discussed different ideas; will draft a policy for the committee to review.
- Committee was told about a map handed out at the office to new residents that looks like it was photocopied many times.

The meeting was officially adjourned at 8:00 pm.

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

## **Marketing and Communication: January 11, 2024 Minutes**

Members Present: Kristen Neu, Alyssa DeNora, Barry Mendelsohn, Michael Ilardi

This meeting was called to order on Thursday, January 11, 2024 at 6:40 p.m. in the Trophy Room

### Ongoing Project Updates:

- MailChimp- Discussed the Free vs. Essentials vs. Standard level subscriptions; as of now the “Essentials” level should meet our needs; overall using MailChimp is more visually appealing and also gives us analytics; will continue research and testing of features.
- Newsletter Email List Sign Ups- Alyssa will create a flyer to use at events; will continue to share on Facebook.
- Websites- Discussed Wix vs. WordPress; plan to first move the Preschool page to WordPress; CC page to be moved by March; Camp to be rebuilt over spring/summer, but moved after summer, with input from Camp Comm and Camp Director (when hired); POA page is paid through Spring of 2025, so we will slowly rebuild that site over this year and migrate in early 2025.
- New Homeowners Brochure- M&C was helping the Women’s Club subcommittee to edit and format the brochure that is to be added to the New Homeowner Welcome Bag; in between meetings, M&C had worked on copy and formatting and developed two drafts, which were not given the opportunity to be presented; another version of the brochure was created without M&C, and M&C again proposed more edits
- Developing a Media Policy is a priority for the next meeting.

The meeting was officially adjourned at 8:00 pm.

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