

Marketing and Communication: December 12, 2019 Minutes

Attendees: Kristen Neu, Ami Nickel

This meeting was called to order on Thursday, December 12, 2019 at 7:10p.m.

WMLCC Website

- Images to be used for the website are stored on the office's shared drive.
- Will update as time allows

2020 To Do List

- Discussed what to add to our "to do" list
- Will come to January meeting with ideas to discuss

The meeting was officially adjourned at 7:20 pm.

Minutes written by Kristen Neu-Co Chair

Minutes approved by Mark Kempner-OIC

Marketing and Communication: November 19, 2019 Minutes

Attendees: Mark Kempner, Kristen Neu, Scot Desort, Ami Nickel

This meeting was called to order on Tuesday, November 19, 2019 at 6:11 p.m.

WMLCC Website

- Committee agreed on layout, site name and other details to being developing site
- Will gather content throughout the month, possibly hold another working session before December meeting

The meeting was officially adjourned at 7:00 pm.

Minutes written by Kristen Neu, Chair,
Approved by: Mike Ilardi-President

Marketing and Communication: September 12, 2019 Minutes

Attendees: Mark Kempner, Kristen Neu, Scot Desort

This meeting was called to order on Thursday, September 12, 2019 at 7:20 p.m.

WMLCC Website

- a. Photos- will get from Lauren; consider getting more from recent weddings
- b. "Our history" page with old photographs, history, highlighting character
- c. Will plan a workshop time outside of the committee to begin to build

The meeting was officially adjourned at 7:50 pm.

Minutes written by Kristen Neu-Chair

Approved by: Mike Ilardi-President

Marketing and Communication: August 8, 2019 Minutes

Attendees: Mark Kempner & Kristen Neu

This meeting was called to order on Thursday, August 8, 2019 at 7:03 p.m.

WMLCC Website

- a. This is an ongoing project. No update

The meeting was officially adjourned at 7:10pm.

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

Marketing and Communication: July 11, 2019 Minutes

Attendees: Scot Desort & Kristen Neu

This meeting was called to order on Thursday, July 11, 2019 at 7:05 p.m.

WMLCC Website

- a. Committee reviewed and selected a template and website. Will work with office on purchasing and begin to customize

The meeting was officially adjourned at 7:45pm.

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

Marketing and Communication: June 13, 2019 Minutes

Attendees: Mark Kempner, Kristen Neu

This meeting was called to order on Thursday, June 13, 2019 at 7:08 p.m.

WMLCC Website

- a. Committee received consensus from the Board at April's Board Meeting
- b. Committee reviewed websites of other catering halls/venues in NJ
- c. Committee will begin building CC website

The meeting was officially adjourned at 7:27pm.

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

Marketing and Communication: April 11, 2019 Minutes

Attendees: Scot Desort, Kristen Neu

This meeting was called to order on Thursday, April 11, 2019 at 7:10 p.m.

WMLCC Website

- a. Committee discussed pricing and reviewed templates.
 - i. Godaddy Deluxe: \$96/year to host and includes yearly domain registration fee
 - ii. Templates are under \$100(one time expense)
- b. Committee will seek board's opinion at the April board meeting.

The meeting was officially adjourned at 7:45 pm.

Minutes written and approved by: Kristen Neu, Chair

Marketing and Communication: March 14, 2019 Minutes

Attendees: Scot Desort, Kristen Neu

This meeting was called to order on Thursday, March 14, 2019 at 7:30 p.m.

WMLCC Website

- a. Committee discussed details of creating a website just for CC- specifically addressing rentals. Committee discussed including galleries, preferred vendor list, different types of room rental options, etc
- b. Committee discussed who would be responsible for updating the site. Overall consensus is that the site be built with minimal need to update. Committee recommends that the committee members build and develop the site initially, but long-term ownership of this initiative should be held by the employee that maintains the POA site.
- c. Committee will seek board's opinion on this initiative at the March board meeting

The meeting was officially adjourned at 8:03 pm.

Minutes written and approved by: Kristen Neu, Chair

Marketing and Communication: January 10, 2019 Minutes

Attendees: Scot Desort, Kristen Neu, Mark Kempner

This meeting was called to order on Thursday, January 10, 2019 at 7:05 p.m.

1. MailChimp Email List
 - a. Committee is requesting a full list of the available email lists kept in the office
 - b. Committee is requesting a second round of email sign ups be sent to all available email lists. Not all email lists received the opportunity to sign up the first round.

2. Current Website
 - a. Committee agreed to request that the committee page of the website have meeting dates and times added.
 - b. Committee discussed adding the email addresses of board members to the website. Committee agrees to research cost and functionality of using an “alias” email (ex. athletics@whitemeadowlake.org)

3. Renaming Beaches
 - a. Discussed the idea of having a contest to name the beaches. Does the board want to pursue this idea?

4. POA Facebook page
 - a. Committee revisited the request for postings; committee agreed to amend the req to include the following items to be posted to the POA Facebook page: changes in the office hours and POA anticipated meeting agenda overview, noting that this is subject to change

5. Lake Map- “Cartoon” style
 - a. Answering some questions from the vendors; quotes should be able to be reviewed in February

6. WMLCC Website
 - a. Committee discussed creating a website for CC to promote rentals. Scot will research pricing options to review next month.

The meeting was officially adjourned at 8:00 pm.

Minutes written by: Kristen Neu, Chair

Minutes approved by: Mark Kempner, OIC