

Marketing and Communication: December 10, 2020 Minutes

Members Present: Ami Nickel, Kristen Neu, Stephanie Hantman, Mark Kempner

Proposed New Members: Dana Taboadela, Brett Nickel

Guest Attendee: Lauren Sciuto, WML Webmaster

This meeting was called to order on Thursday, December 10, 2020 at 7:04 p.m. on Zoom

Old Business

WMLCC Website

- Reviewed goals of site: having a place where CC rentals are separate and not buried within POA info; having a modern site with current images; creating a static site where minimal maintenance is needed; pulling CC rental info from POA site, but still linking the sites to each other
- We have sought out volunteers to help build the site, but have not yet found anyone
- Lauren is able to assist with creating the site and providing us professional photographs from rentals; she will work with Nickel Artistic Design who will offer their services to build the site in exchange for advertising that they had designed the site; Lauren will be available to consult on any questions with regards to the new site

New Business

WMLPOA Website

- Lauren to assist in looking into costs of a POA portal for residents, where each resident has a unique log in; our current services may have the ability to upgrade to this feature; committee interested in looking into preliminary research to assess feasibility of this benefit for our residents

2020-2021 agenda

- Lion's Club Phonebook- No longer being published; can we create a virtual version?
- Official Facebook page- Often questions by residents go unanswered
- Committee Minutes- Commonly delayed, don't follow required format per Admin Guidelines, topics covered at meetings have been excluded from minutes
 - Legal and Bylaws is also looking at updating Section C of the guidelines
 - It was made clear by the committee that discussion covered at meetings should NOT be excluded in the minutes, specifically if they are excluded on the basis that the resident is not formally a committee member with the right to vote at that committee; community member concerns should ALWAYS be respected and included in the minutes

The meeting was officially adjourned at 8:00 pm.

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

Marketing and Communication: November 12, 2020 Minutes

Attendees: Ami Nickel, Kristen Neu, Stephanie Hantman, Austin Vallies, Mark Kempner

This meeting was called to order on Thursday, November 12, 2020 at 7:07 p.m. on Zoom

October 2020 Minutes

- Committee reviewed minutes from Oct 2020 meeting

Update on advertising on newsletter/website/FB page

- Mark updated the committee on adding/enhancing advertising opportunities; he is working with Lauren to see if this is possible to be able to offer live links in the newsletter, among other ideas

WMLCC Website

- The posting in the newsletter asking for volunteer help hasn't worked; Mark will ask Lauren if she is able to volunteer to set up the CC website; committee also discussed sharing the newsletter post on social media as a back up

Board Minutes/Transcription Services

- Committee is continuing to research options: cost, execution, etc. to determine feasibility of this solution

The meeting was officially adjourned at 7:59 pm.

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

Marketing and Communication: October 8, 2020 Minutes

Attendees: Ami Nickel, Kristen Neu, Stephanie Hantman, Austin Vallies

This meeting was called to order on Thursday, October 8, 2020 at 7:00p.m. in the Ballroom

Board Minutes/Transcription Services

- A resident brought this topic to our committee, highlighting opportunities for improvement
- Goals discussed were finding a solution that had a quicker turn around and was more accurate/properly conveyed what happened at the board meeting.
- A couple of attendees were familiar with Transcription Services; committee discussed possibility of using that service and discussed the benefits and challenges
- Committee will move forward with this proposed solution and will research options to determine feasibility.

The meeting was officially adjourned at 8:05 pm.

Minutes written by Kristen & Ami(Chairs) and approved by Mark (OIC)

Marketing and Communications 09/10/2020

Attendees: Ami Nickel, Kristen Neu, Mark Kempner

The meeting was called to order at 7:10pm

Old Business:

- Website template was started by Scot and Lauren from the office stated that she has photos on the shared drive that can be used.
- Discussed options for different tabs for the website and researched what similar type facilities have on their websites
- Scot will speak with Charlie to see when the office can be accessed to possibly copy the photos to review at home (if the files are not too big)
- Discussed working on a vendor list to put on the website and reach out to the vendors to see if they would be willing to link back to us.

New Business:

- Discussed looking for a volunteer with web design experience to assist with the building of the website
Will put a blurb in the newsletter asking for volunteers to join the committee
- Mark will be reaching out to Corfacts Online, regarding advertising for the newsletter.

Meeting was adjourned at 7:55pm

Minutes written by Ami Nickel-Co-Chair

Approved by: Mark Kempner-OIC

Marketing and Communications 5/14/2020

Attendees: Ami Nickel, Kristen Neu, Scot Desort

The meeting was called to order at 7:20pm

Old Business: Website template was started by Scot and Lauren from the office stated that she has photos on the shared drive that can be used.

New business:

- Discussed options for different tabs for the website and researched what similar type facilities have on their websites
- Scot will speak with Charlie to see when the office can be accessed to possibly copy the photos to review at home (if the files are not too big)
- Discussed working on a vendor list to put on the website and reach out to the vendors to see if they would be willing to link back to us.

Meeting was adjourned at 8:00 pm

Minutes written by Ami Nickel: Co-Chair

Approved by Kristen Neu & Mark Kempner