



West Neck
Community Association

West Neck Community Association (WNCA) Communication and Marketing Committee Charter March 20, 2024 (Revision 2)

Background: The Marketing Committee of the Villages at West Neck was established as a Standing Committee by the West Neck Community Association (WNCA) Board of Directors Resolution on August of 2016 and revised on August 18, 2021. This revision replaces those two documents in their entirety and changes the committee's name to the Communication and Marketing Committee to identify its purpose more correctly.

Purpose: The purpose of the Communication and Marketing Committee is to provide assistance to the Board of Directors in the identification, development, operation, conduct and long-range planning of all Villages of West Neck community communications and marketing.

The scope of the Communication and Marketing Committee includes all community marketing and communications activities.

The Communication and Marketing Committee will maintain the WNCA website to facilitate community information dissemination through the use of the Internet.

If requested, the Communication and Marketing Committee may assist other WNCA committees and clubs with their marketing and communications needs.

The Communication and Marketing Committee will promulgate weekly and ad-hoc Special Edition community electronic newsletters (eNews).

The Communication and Marketing Committee may develop and maintain other related activities such as a Welcome Pamphlet (WP), Prospective Purchaser Packet (PPP), the provision of Association logo items (such as hats, visors, shirts, bags, car decals, etc.) as well as other resident focused marketing events such as coordinating the availability of food trucks for the enjoyment of the community.

Authority: The Communication and Marketing Committee reports directly to the Board of Directors and will operate in an appropriate manner to meet its chartered purpose and will adhere to specific authorities granted by the Board. One Board member will be assigned as a liaison to the committee.

All communications to the community will require approval of the Board President, Vice President or assigned Board of Director Communication and Marketing Committee Liaison.

Any committee derived community internal procedures or administrative requirements shall be approved by the Board.

The Communication and Marketing Committee will interface with the Village Hall & Pool Director of Operations (DOO/VH&P) on all matters of mutual concern.

The Director of Operations VH&P may authorize emergent community communications when appropriate.

The Communication and Marketing Committee will prepare a budget, if applicable, which must be submitted to the Finance Committee annually for Board consideration.

The Communication and Marketing Committee will not execute any agreements or contracts nor expend any funds on behalf of the Association without prior written approval of the Board. If a budget line item and an expense code has been assigned ongoing approved expenses/purchases may be paid from this budget allocation. All other expenditure will require prior Board approval.

The Director of Operations VH&P will assist in providing the Communication and Marketing Committee with administrative support.

The Communication and Marketing Committee may recommend compensated website support.

The Communication and Marketing Committee may recommend the production of material and development of communication strategies to assist buyers interested in the Villages of West Neck community and real estate agents.

The Communication and Marketing Committee meeting scheduling and conduct will be in accordance with the Virginia Property Owners' Association Act.

Composition: The Communication and Marketing Committee shall be open to all homeowners in good standing. The goal is to have a minimum of eight (8) volunteers with at least one member residing in each Village. There is no committee maximum. The Communication and Marketing Committee Chair will designate an appropriate number of trained committee members to function as eNews editors. The Director of Operations VH&P shall be an ex officio voting member of the committee. If a compensated individual is approved by the Board for the administration of the Association's website, they will be a non-voting member of the committee.

Term: Once a homeowner is approved by the Board of Directors for Communication and Marketing Committee membership it shall be effective until terminated or the committee member resigns. The Board will also appoint the committee chair. A quorum for any Marketing Committee action shall require a minimum of 50% approved members.

Meetings: The Communication and Marketing Committee shall meet as often as it deems necessary to fulfill its purpose.

Reporting: The Communication and Marketing Committee Chair, or a member designated by the Chair, shall provide a written report, inclusive of meeting minutes, to the Board Liaison and the Director of Operations VH&P. A copy shall also be posted to the appropriate section of the community website.

Approved: _____

President

Attested: _____

Secretary