

The Villages at West Neck
 ...an active adult community

Marketing Committee Meeting

MINUTES

Thursday, January 18, 2024

10:00 AM – 11:15 AM

West Neck Village Hall

<p>Committee Members:</p> <p>Suzy Feldman ~ Rotating Chair</p> <p>Cheryl Bugelski Deb Leedy Ellie Weingaertner George Davis Janet Blohm Ruth Conover Tim Ryan</p> <p>Bruce Biddle ~ Board Liaison</p>	<p>Call to Order: 10:00 am</p> <p>Note Taker: Suzy (meeting will be recorded)</p>
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Topic	Who	Notes
<p><u>Minutes from October 2023 meeting</u></p> <p><u>Welcome to:</u> Bruce Biddle</p>	<p>SF</p>	<p>Approved via email</p> <p>Newly assigned Board Liaison</p>
<p><u>eNews Update:</u></p> <p>Constant Contact Subscriptions Report</p> <p>Other eNews Reports/Updates</p> <ul style="list-style-type: none"> • eNews 'Help Wanted' for editors • Monthly subscription increase • Authentication Webinar 	<p>RC</p> <p>SF</p> <p>SF</p> <p>JB</p>	<p>Contacts going well with only a few glitches. 75-77% open rate for 1,043 contacts.</p> <p>Board approved increased hours for Deb to take over the eNews 'lead' to replace Suzy. Placed 2 ads in eNews w/6 responses. Will meet with this group on 01/22 to review eNews particulars to see if interest in volunteering remains.</p> <p>15% increase from \$45 to \$52.20 due CC each month.</p> <p>Google & Yahoo have new authentication requirements (02/01/24) to ensure that 'wanted' emails are sent to recipients. This mostly applies to retail emails, not us as we do not 'market' to our subscribers and all have signed up to receive eNews. CC will authenticate for us by linking to</p>

<ul style="list-style-type: none"> ○ Develop a plan to increase resident website accounts • Website Workshop needed? • Adjust quarterly meeting dates since they each (almost always) fall day after WNCA board meeting 	<p>DL</p> <p>RC</p>	See below: BOD dates after Marketing meeting dates
<p>Review <u>Open Action Items:</u> List attached</p>	SF	No open items to review. Open Action Items will be updated by current chair (Suzy) for distribution with these minutes.
<p><u>Rotating Chairs for 2024</u></p>	SF	Assigned through October 2024
<p><u>Meeting Adjournment</u></p>	SF	Meeting adjourned at 11:15

Upcoming Meetings and Rotating Chairs:

- April 18, 2024 - Ruth
- July 18, 2024 - Ellie
- October 17, 2024 – Janet

2024 BOD meeting dates: January 17, March 20, May 15, July 17, & November 20

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2021-2024 Marketing Committee Priorities

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- **Communications:**
 - Update WN website to reflect current lifestyle and activities
 - Continue role of communications within the Marketing Committee
- **Committee Charter:**
 - Revised and expanded committee charter; approved by the WN Board of Directors
- **Promotional Items:**
 - No change to existing scope of this priority with focus continuing with branded items. PPP and Welcome Packet with focus on process for delivery and promotion through eNews.
- **Infrastructure:** No changes to existing focus. Will continue with rotating chairs. However, if there is a revised WN Strategic Plan, this will be revisited.

2021-2024 Action Items
Action Items Status (Open or Closed)
As of January 2024

Open Action Items, Review:

Open Action Items	Owner(s)	Target Due Date	Notes/Status
Weekly calendar from the website for Village Hall Ambassador use.	DL & JB	02/18/24	George is requesting research on the ability to print a weekly calendar from the website for Village Hall Ambassador use
Review PPP & Welcome Packet documentation for inaccuracies & correct.	TR	Open	Coordinate with Deb Leedy for posting corrected documentation on website.

Closed Action Items*:

Closed Action Items	Owner(s)	Due	Notes/Status
Promotional Items	EW	10/19/23	Ellie researched and presented umbrellas with costs and minimum order numbers. Committee decided to pass at this time.
Digital Asset Manager (Title changed to Website Administrator)	JB & SF	10/09/23	Deb Leedy hired as paid Website Administrator reporting to Director of Operations, George Davis. Janet is training Deb for key starting functions. Job responsibilities & hours will increase as necessary and subject to Board approval.
Janet & Suzy working with vendor to implement new website to enhance communications with both external (marketing) and internal (residents) audiences.	JB SF	1/04/23- 08/01/23	Closed: website went live on Saturday, July 15, 2023!
Identified need for Digital Asset Manager (title changed from Digital Project Manager)	JB SF	05/24/23	RFP finalized; submitted at the May 24 th Board meeting and approved.
Update West Neck Website to enhance communications with both external and internal audiences.	JB SF	1/20/22- 11/16/22	RFP for WDTP website vendor was approved by Board. Project team (Janet & Suzy) meeting to lay out plan going forward to work with selected vendor.
Kinetic Wind Sculptures for WN circle to replace the dolphin.	JB SF	Jan 2023	Suzy & Janet researched kinetic wind sculptures, evaluated and shared info with Marketing and Landscape Committees.
Water Fitness for Summer 2023	SF GD	June 2023	Completed. Kirsten will be classified as a Village Hall employee. Classes will be on Wednesdays from 5-6pm for 12 consecutive weeks. Class attendance will be included in pool membership. Family night will be changed to another evening.
Recreation Committee survey support with eNews and/or special editions.	NE	11/23/21 -2/15/22	Completed Use eNews to help promote the survey itself with reminders at the beginning when the survey is sent out with eNews as special editions on 11/23 and 11/30. The survey will be mailed out on 12/1

			with deadline for completion on 1/17/22. There will be other communication needs as the Recreation Committee moves forward. 1/20/22- There is an expected 40-50% return rate by 1/17/22. Next steps are to tabulate and communicate the results. This will be followed with communication to residents and development of future plans.
Constant Contact Issues	GD, SF, BK*, RC *B Kolin	Completed	Lead Contacts person defined (Ruth). Implemented process for a monthly Constant Contact extract.
Strengthening ties between eNews and website	NE*, CM*, TR *C Milne *Nancy Etzelmiller	Completed	Completed Clarified and defined priorities for 2021 which were reviewed and approved by Marketing Committee.
Re-instate sale of new logo items pending re-opening of Village Hall	GD/SF	July 2021	Completed
Reorder door hangers	SF	July 2021	Completed
Draft new charter and mission statement for Committee and Board review	TR	July 2021	Completed Board approved
Food Truck (season) Update	SF	July 2021	Completed
Recruit new members for committee	All	July (Cathy Parks) October (Janet Blohm)	Completed 10/21/21 Update: Kathy Parks had to resign due to increased work demands at her full-time job. The 2 nd candidate, Janet Blohm, joined us at our 10/21/21 meeting.
Community night 2022	EW	Sept 2022	Completed
Publish eNews article to promote how to not have to sign in to WN website every time.	SF	Aug & October 2021	Completed (Hint: Don't log out)
Publish eNews article to promote Welcome Packets	SF	August 2021	Completed
Board Liaison assigned to Marketing Committee:	GD	Nov 2021	Completed: Nancy Hinton
Food Truck Support from Village Voting Members	SF	Nov 2021	Completed (no responses)
Notify chartered committee chairs of Zoom account	GD	July 2021	Completed
Make electronic cc of Welcome Packet and PPP for secure backup at VH	TR	July 2021	Completed
Share list of Village Voting Reps with committee	TR	July 2021	Completed

