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

A		B. A	
1.0m	mittee	MAM	nore:
CUII		IAICIII	DELS.

Suzy Feldman ~ Rotating Chair

Cheryl Bugelski Deb Leedy Ellie Weingaertner George Davis Janet Blohm Ruth Conover

Tim Ryan

Bruce Biddle ~ Board Liaison

Call to Order: 10:00 am

Note Taker: Suzy

(meeting will be recorded)

Topic		Notes
Minutes from October 2023 meeting		Approved via email
Welcome to: Bruce Biddle		Newly assigned Board Liaison
eNews Update:		
Constant Contact Subscriptions Report	RC	Contacts going well with only a few glitches. 75-77% open rate for 1,043 contacts.
Other eNews Reports/Updates		
eNews 'Help Wanted' for editors	SF	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.
Monthly subscription increase	SF	15% increase from \$45 to \$52.20 due CC each month.
Authentication Webinar	JB	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

		their generic domain if we take no action to link to our website domain.	
WN Website DL & JB		Deb reported there are now 480 households as registrated 'members' on our website, which is about 51%; with 564 approved users. Calendar is reported to be up-to-date through June. All groups are listed on a Google folder that Janet will supply with viewing privileges to marketing committee members upon request. George requested to have the ability to print a weekly calendar from the website.	
		At last night's Board meeting, the Discussion Board was approved for activation. A Platform Manager has to be in place prior to activation.	
VH Updates	GD	Village Hall maintenance was completed during the December holiday closing. Treadmills have reached the end of their lifespan (15 yrs) and are being replaced.	
2024 Spring/Summer food trucks	SF	Food trucks will be hosted this spring & summer. Cheryl has agreed that Suzy can transition the lead position to her over the next few months. Suzy will continue to produce the eNews food truck promotions.	
New Business Items			
Explore/discuss PPP & Welcome Packets on the website	JB	Janet proposed that the PPP & Welcome Packets be available exclusively on the website to provide a more ecological approach to distribution of material matter. Discussion ensued. Process will remain the same: paper copy distribution for both.	
		Tim agreed that documents need to be updated for accuracy and he will address this matter.	
PARKING LOT (April meeting agenda item(s)) • Pool	ВВ	Additional 'events' to encourage increased pool membership. Suggestions include: Adult beverage cart with snack/sandwiches (food trucks?); Free day for non-members the 1 st of June, July & August.	
Electronic communications to the community (future goal to reduce annual printing costs).		Per "Virginia Law Concerning Electronic Communications for HOAs".	

 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	RC	See below: BOD dates after Marketing meeting dates
Review Open Action Items: List attached	SF	No open items to review. Open Action Items will be updated by current chair (Suzy) for distribution with these minutes.
Rotating Chairs for 2024	SF	Assigned through October 2024
Meeting Adjournment		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

2021-2024 Marketing Committee Priorities

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.
- <u>Infrastructure:</u> 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	Notes/Status
		Date	
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	JB	05/24/23	RFP finalized; submitted at the May 24th Board
Manager (title changed from Digital Project Manager)	SF		meeting and approved.
Update West Neck Website to	JB	1/20/22-	RFP for WDTP website vendor was approved by
enhance communications with both external and internal audiences.	SF	11/16/22	Board. Project team (Janet & Suzy) meeting to lay out plan going forward to work with selected vendor.
Kinetic Wind Sculptures for WN circle	JB	Jan 2023	Suzy & Janet researched kinetic wind sculptures,
to replace the dolphin.	SF		evaluated and shared info with Marketing and Landscape Committees.
Water Fitness for Summer 2023	SF	June 2023	Completed. Kirsten will be classified as a Village
	GD		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	NE	11/23/21	Completed
with eNews and/or special editions.		-2/15/22	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

Constant Contact Issues	GD, SF, BK*, RC *B Kolin	Completed	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. 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 charted 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