

Pine Mountain Club - Communications Committee

October 1, 2024

Members: Marcy Axness, Diane Martell, Christie Rainey

Board Liaison: Brad Hudson

Visitors: Todd Greisen (G.M.), Mariana Villa

1. Prior month's meeting minutes (September 2024)

— Voted to approve

2. Board and General Manager Input

— Todd Greisen (TG) reported that the Condor will be late this month due to personnel issues and discussed backup plans for legally required postings. The workload is distributed among staff, with Sarah focusing on website content, Michelle handling the Weekly Condor, and Patrice assisting with Facebook posts.

— Diane (DM) inquired about the Communications Coordinator role, which TG was not at liberty to discuss. DM questioned the value of the Condor if other communication methods are enhanced. TG favors eventual move to an electronic—only format to reduce costs.

— No Board Liaison report

3. Old Business

— 3.1. Discussion on finalizing the Communications Committee Charter included questions about standardizing committee processes; some may be found in Business Policies

— 3.2. Regarding the CINC platform, TG mentioned transitioning back to Northstar for accounting but retaining CINC for now, for its member payment portal. Suggestions were made for improving document naming conventions and user—friendly SOP guides. DM will finalize the Charter, Marcy (MA) will research naming and search-optimizing organizing conventions

— 3.3. Status updates rolled forward included pending community civility highlights in the Condor and the ad hoc bear committee; DM acknowledged repetition in committee agendas' points, as we seek to gain traction on such goals as bear and emergency prep comms

4. New Business

— 4.1. TG requested a banner for the Great California Shake Out; discussed concerns over its visibility as a roadside sign; the Weekly Condor was highlighted as a primary info source for the community and thus an avenue for promoting the Shake Out, in concert w/ banner

— 4.2. Committee Chair meeting: DM discussed commitments to establish committee standards, descriptions, and calendars.

— 4.3. Ideas for committee membership recruitment were discussed, inc. promoting it as a pathway to community involvement.

— 4.4. Concerns over "Donotreply" messages to members: MA will investigate inquiry related a "DoNotReply" response; DM will research data on the Weekly Condor's open rates, and progress of member migration to new portal.

Next meeting: November 6, 2024 (Date was changed from 10/5/24 by unanimous agreement, due to conflict with election day.)

ADJOURNED at 7:08pm