

**Pine Mountain Club - Communications Committee**  
**November 6, 2024 | Convened 6:13p**

**ROLL CALL**

**Members:** Marcy Axness, Diane Martell, Christie Rainey

**Board Liaison:** Brad Hudson

**Visitors:** Todd Greisen, Sarah Fulkerson

1. **Approval of Previous Minutes:** The October meeting minutes were approved.
2. **Board Liaison / Management Report:**
  - **Technical Issues:** Todd Greisen (TG) had a computer issue that delayed the meeting, and will make Diane Martell (DM) Zoom cohost for future meetings
  - **Website Updates:** TG gives shout-out to DM and Sarah Fulkerson (SF) for their work on communications and website improvements
    - DM is working w/ SF on streamlining the website, including consolidating committee pages and addressing navigation issues; notes Wix is excellent for front-facing website creation
3. **Old Business:**
  - **Communications Committee Charter:** The charter was finalized and accepted, with Sarah tasked to research the annual revision process for all committees
  - **Great California Shakeout:** There was some discussion on communications related to the event
  - **Committee SOPs & Recruitment:** DM is working on standardizing procedures and descriptions for committee roles; instead of a committee recruitment flyer, DM wrote a story in the November Condor; November 17 "Meet & Greet" will offer recruitment opportunities (DM and MA to rep the Comm Comm)
  - **Bear Ad Hoc Committee:** Reports show a decrease in bear incidents (likely coincidental to new committee); SF will follow up for updates to publish
  - **Document Naming:** MA discussed standard naming conventions for files, which will be added to SOPs
  - **Email Glitch:** A "DoNotReply" email error was discussed and deemed a one-off
  - **Condor Updates:**
    - The Weekly Condor email open rate is 60%, which is high; consensus on improving its content and form, given the strong engagement
    - Monthly Condor: TG getting data on what it costs to produce; DM raises the puzzling variance between 1,184 Condors on hard copy mailing list, and the recent survey mailing list of 373; discussion of transitioning Monthly Condor from monthly to seasonal (and DM's suggestion to improve other comms channels before removing one)
    - DM emphasized the need for clearer communication and persona-building via tone and style in all channels (e.g. changing the use of the word "they" on webpage(s) to "we")
  - **CINC Platform Decision:** The decision to continue with the CINC platform or move to Northstar software will be made before next dues are due (June 2025), based on cost and functionality (TG)
4. **New Business:**
  - **Communication Matrix:** Discussed as mentioned above
  - **New Member Orientation:** Scheduled for November 17, with a clarification on the organization process; DM suggested holding two Meet & Greets per year
  - **Website Remodel:** DM presented the streamlined Standing Committees page

**Next Meeting: December 3rd, 2024**

**ADJOURNED at 7:13**