

Pine Mountain Club - Communications Committee

Minutes March 5, 2024

CALL TO ORDER:

ROLL CALL: Members: Augie Moran, Marcy Axness, Diane Martell

Board Liaison: Brad Hudson

Visitor/s: Ronni Wilde, Todd Greisen

Excused: Ian Sawrey

1. **Prior month's meeting minutes:** Meeting minutes approved. No discussion needed.

2. **Board Liaison Report:**
 - 3.1: Existing & new directives from the Board &/or General Manager:
Brad Hudson: Requested a PMCPOA logo from Augie without the green circle for Facebook. Discussed the possibility of introducing additional brand colors. Augie will provide logo options for the committee to consider.
Todd Greisen: Will send Augie a non-profit letter to apply for a free Canva account. Sarah has opted not to take the position of Communications Coordinator. Brad will forward the job description to Comm Comm.

3. **Old Business:**
 - 3.1: **Update on Fern's Lake restocking promo:** Augie will contact Liz to finalize the restocking promo details. Ronni confirmed there will be interior space in the Condor to promote.
 - 3.2: **Updates on Trifold Project:** Augie will move forward on tri-fold updates. Diane will design a comprehensive one sheet that incorporates information from the trifolds and directs readers to the website for more detailed information. Marcy to assist with both projects.
 - Update on Community Survey:** Discussed whether intelligent responses were possible in Survey Monkey [e.g., restricting selections based on previous responses].
 - 3.4: **Updates on Seasonal Fire Safety Promo:** Current electronic sign is no good. Todd is open to purchasing a new sign. Marcy will research viable options.

4. **New Business:**
 - 4.1: **New Website information distributed to members.** CINC offers member marketing support for implementation. Current plan is to redirect the .net site to the .org. Diane will connect with Todd to schedule time to discuss the transition.

Next Meeting: April 2, 2024

ADJOURN: 7:00pm