Cameron Station Communications Committee
Meeting Minutes
February 17, 2016

Members Present: Donna Gathers, Kimberly Dillon, Barbara Bolin, Lori Young, Melanie Zimmerman

Absent: David Thorpe, Cheri Avila

Non-members Present: Stephanie Bibighaus (Board Liaison)

Call to Order
Meeting was called to order at 7:04pm by Committee Chair, Kimberly Dillon.

Previous Meeting Minutes
Motion to approve January 2016 Minutes: Melanie Zimmerman, second, Lori Young

Welcome Packet
Kimberly met with Bette and Stephanie regarding updates/corrections to the revised packet. Staff changes were minimal; staff needs to pursue obtaining coupons from local retailers and a promotional booklet from the City. All agreed on a Spring (April/May) launch for the new packet but that assumes we can reconcile the issues with the current logo. At present our logo is too pixilated to use for the packet cover and in various forms: a graphic artist will need to update the logo or we’ll need to substitute a new one. It appears that the current logo is not identical in all its uses so it’s feasible that a similar logo in better condition could be substituted. The committee decided it may be time to make a change and adopt a more modern logo and slogan however, and the suggestion was made to start that process by engaging the community. Ideally a contest for suggestions would be advertised via the eblast, but Kimberly will need to discuss this with Mike prior to that outreach. If the Board is in agreement we will proceed with the eblast.

Floor Plans
The committee is exploring how we might obtain accurate, attractive floor plans for the various Cameron Station models to post on the web site.

Google Analytics
Kimberly will contact Lisa to inquire about the status. Original intention was to publish Google Analytics on the web site to promote advertising.

Web site updates
There has been considerable turnover in management staffing, with a range of technical proficiency in the employees assigned to the web site. Kimberly will remind Bette that Mimi needs to be trained for this responsibility.

Adjournment
The meeting was adjourned at 8:15pm

Respectfully submitted,
Donna Gathers