Cameron Station Communications Committee  
Meeting Minutes  
June 15, 2015

**Members Present:** Cheri Avila, Donna Gathers, Kimberly Dillon, David Thorpe, Barbara Bolin, Lori Young, Melanie Zimmerman  
**Non-members Present:** Donna Kenley (Board Liaison), Pat Sugrue

**Call to Order**  
Meeting was called to order at 7:08 pm by Committee Chair, Kimberly Dillon.

**Agenda**  
Motion to approve June 2015 Agenda: Donna Gathers

**Previous Meeting Minutes**  
Motion to approve May 2015 Minutes: Melanie Zimmerman

**Google Ads/Analytics**  
Google ads are now appearing on our website but not on mobile phones, per the direction of ComCom. Google Analytics are not yet appearing on the advertising page. Kimberly will contact Lisa and direct her to include the previously selected data on the advertising page in both locations where it is posted.

**Compass Newsletter Editor**  
The committee discussed the pros and cons of paying the editor, and charging main street retail a discounted rate to advertise in The Compass. The decision was made to recommend to the board authorize $500.00/issue be paid to the editor, and that main street retail be charged $25.00 for a quarter page to offset some of this cost. Melanie will write the proposal requesting board action, which Kimberly will present at the meeting on June 30. The board will be asked to make a decision that night so we can progress with our editor search. To date no one has responded to the editor request advertised in The Compass. If the stipend is approved it will be advertised every Friday in the eblast.

**Welcome Packets**  
Kimberly recommended the Welcome Packets be redesigned to continue the branding of the web site and the committee agreed. The first initiative will be the folders, followed by the inserts, some of which may require alterations to the verbiage.

**Web Site Advertising Policy**  
The office received a request from a local realtor to advertise a specific home for sale on the site. ComCom agreed this would be acceptable provided the ad conformed to the size of the current banners. Policy was established to limit the number of advertisers to the number of web site pages.

**Next Meeting:**  
Monday, July 20, 2015

**Adjournment:**  
The meeting was adjourned at 8:35 pm
Respectfully submitted,
Patricia Sugrue