Cameron Station Communications Committee  
Meeting Minutes  
April 19, 2016

Members Present: Cheri Avila, Barbara Bolin, Kimberly Dillon, Donna Gathers, David Thorpe, Eric Veres, Lori Young, Melanie Zimmerman

Non-members Present: Stephanie Bibighaus (Board Liaison), Pat Sugrue, Marty Menez

Call to Order: Meeting called to order at 7:03pm by Committee Chair, Kimberly Dillon

Previous Meeting Minutes: Approved: Donna Gathers; second, Eric Veres

Meeting Agenda: Approved: Melanie Zimmerman; second, Eric Veres

Topic 1: Floor Plans  
David has been downloading the plans and will upload to the website Dropbox. Committee will include thank you to Aaron Podolsky in the next Compass for donating the reproduced plans.

Topic 2: Welcome Packet  
Committee approved newly designed folder and welcome packet cover. Kimberly will re-send all documents to the Committee for final review; Pat will compile final edits to send to Kimberly by Friday. Kimberly will ask Bette if CMC graphic designer can reproduce the Cameron Station logo to better quality. Kimberly will add “Welcome” message to welcome package cover as well. Office must be able to swap pages within the packet, as needed, as items change. Committee will request GAM print a proof to present to the Board for approval when ready.

Topic 3: Cameron Station Branding  
Committee determined the next initiative is to further discuss and develop a deliberate, strategic plan for CS branding/marketing, to remain relevant midst area development. Branding should reflect community feel of CS, the charming colonial “Old Town West” look, and cover all demographics. Create a vision and slogan, such as, “You’re not just buying a house, you’re buying a neighborhood.” Ramp up social media, news blasts, PR; and include amenities, especially regarding the Activities and Events Committee (add specific page to website). Stephanie will distribute 25 questions (what do we like about CS; what do we want it to be; what do we not like?) to the Committee. ComCom will discuss and rank them at next meeting.

Topic 4: Compass  
Will include a thank you to Johnny Bernuy for donating time and materials to paint the gazebo.

Adjournment  
Meeting adjourned at 8:03pm

Respectfully submitted,  
Melanie Zimmerman