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

Members Not Present: Cheri Avila, Eric Veres

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

Call to Order: Meeting called to order at 7:06pm by Committee Chair, Kimberly Dillon

Previous Meeting Minutes: Approved: Donna Gathers; second, Lori Young

Meeting Agenda: Approved: Melanie Zimmerman; second, Lori Young

Topic 1: Welcome Packet Folder Quotes
For 300 folders: GAM $1387; DigiLink $1337. Kimberly will obtain a DigiLink proof to compare to the GAM proof so she and Bette can choose final selection. GAM proof font too large; paper too glossy. Kimberly has asked for an additional sample from GAM with a new PDF file.

Topic 2: Cameron Station Branding Exercise
Determined what Cameron Station means to residents and how it should be perceived in 4 (plus 2 additional) categories:

1. Location
   Close to OT, DC, Del Ray, Shirlington, I-395
   Future growth of West End
   Biking
   Proximity to Metro
   Proximity to work, entertainment; feeling of safety; feeling of small town
   Ben Brenman park (we "own" it); Library; CVS
   Best bang for your buck - square footage
   Home Depot; City Kitchen
   DCA
   Inside the beltway I-495; I-95; I-395
   Parks on 3 sides

2. Amenities
   Dog parks
   Gym; pool; classes; yoga
   Shuttle to the Metro
   Restaurants and shops
   Walking/biking trails
   Underground power lines
   Green space - pocket parks
Farmers market
Quiet/Friendly
Conference/community rooms; kitchen
Tennis courts; athletic fields; ponds; turtle bridge; gazebo
Very reasonable HOA fees - lots of amenities for cost
Parking availability
Architecture/look with newer utilities; more space; square footage
As much or as little neighborly as you like
Feels like a small town in a big city
Established, financially secure HOA - well-managed; good communication from office/board
Voice in the community/board meetings

3. Sense of Community
Activities & Events/Social activities/activities for all ages
Diverse neighbors and occupations
Halloween w/ lots of kids; Easter Egg hunt
Multi-generational
"Concierge-style" service
Pride in ownership
Friendships with neighbors
Block parties
The Compass
The Stoop - Gardner St; Grimm Corner; Martini Monday's; Happy Hours
People helping each other; snow shoveling
Numerous opportunities to get involved
Spontaneous events outside of organized social activities
Mark Pillow award
Volunteerism
Yard sale

4. Miscellaneous
Services of shops/retailers: dry cleaners, dentist, day care, coffee shop, market, salon on Main Street
Nearby ethnic community/cuisines
Quick sale of homes
Beautiful architecture
Quiet/little crime
Walkable
Variety of price points
No two houses identical next to each other
Hometown feeling
Classic look of homes/landscaping
Dog walking
Communication venues - e-blast, newsletter - feeling connected
Rent city gazebo
Near Post Office, numerous grocery stores, Home Depot, restaurants
5. What don't we have/what we want
More shops; restaurants; sports bar on Main Street; pet store - need street parking and more visibility (drive by traffic)
Swim for longer hours
Walk to metro - multi-modal bridge
Cut-through to new communities
Capital Bikeshare
Gazebo circle missing one spoke (walk way)
City events in the park
Amphitheater / covered area in the park

6. What we don't like/would like changed
Train / Paving company / Police shooting range
The pool rules - can't use guest pass for unaccompanied guests; excess guest uses
Longer shuttle hours

Tasks for Next Meeting: Rank Branding Ideas
- Rank top 5 in each category to use as a “word picture” for to-be-established PR committee to use as a jumping off post when creating our communities outward facing image.
- Call for PR committee volunteers to help market/brand CS; decide how to promote, and specify their sub committee duties.

Next Meeting Scheduled
Tuesday, 14 June at 7:00pm in the Henderson Room

Adjournment
Meeting adjourned at 8:25pm

Respectfully submitted,
Melanie Zimmerman