Cameron Station Communications Committee
Meeting Minutes
January 16, 2018

Members Present:  David Thorpe, Kimberly Dillon, Donna Gathers, Barbara Bolin, Erice Veres, Dan Cassil
Members Absent: Rebecca Pipkins
Others Present: All members of the PR sub-committee - Stewart McHie, Sandra Troutman and Steve Abbot
Call to Order: Meeting was called to order at 7:02pm

November 2017 Minutes
Motion to approve by Donna Gathers, second by Barbara Bolin

PR Subcommittee
This committee was tasked with conducting research to evaluate Cameron Station’s market position relative to neighboring developments. The members of this committee presented their report reflecting the results of the resident survey compiled in the fall of 2017. 273 responses representing approximately 15% of CSCA residents were analyzed, along with interviews of three primary real estate agents in the community.

Overall, the new residential construction being developed in the West End is not considered to be detrimental to Cameron Station and actually should prove beneficial. The new developments will generally appeal to a different lifestyle and their proximity provides an opportunity for shoppers to explore what Cameron Station has to offer. The pros and cons of Cameron Station as well as opportunities for improvement were discussed. It was recommended that the newsletter provide information on and recommendations for improvements, from curb appeal to bathroom/kitchen makeovers to holiday lighting. There was some discussion of recommending particular vendors, especially if they would offer discounts, but as we experienced with our previous online recommendations there will always be some dissatisfaction and it’s best if we not put ourselves in the middle of that. We can encourage residents to go to the Cameron Station Neighbors site or CSC Management for vendor recommendations.

The website should be updated to market the social attributes of Cameron Station. More visual content, from pictures of holiday lighting to videos of events could present a more engaging community without requiring major revisions to the site. Dan referenced a video produced by Michelle Rampey that highlighted the community spirit so many of us enjoy. Dan will try to get the video for a ComCom screening.

There was some concern regarding renters desire to maintain their property and a discussion about how that segment of our community could become more engaged. Homeowners receive a welcome package providing information on community services and standards as well as coupons from local vendors. We’re not sure if this information is provided to renters but, if it is not, we need to rectify that situation. Renters should also be included in the newsletter distribution.

The meeting adjourned at 8:05pm.

Respectfully submitted,
Donna Gathers