Cameron Station Communications Committee  
Meeting Minutes  
February 20, 2018

Members Present: Kimberly Dillion, David Thorpe, Dan Cassil, 
Members Absent: Donna Gathers, Barbara Bolin, Rebecca Pipkins, 
Others Present: Pat Sugrue, Mike Johnson (Board Liaison)

Call to Order: Meeting was called to order at 7:14 pm.

January Minutes

Motion to approve by Kimberly Dillion, seconded by David Thorpe.

Resident Survey Results

The primary purpose of the meeting was to review the summarized results of the survey of Cameron Station residents conducted last Fall by the PR Team. That summary will be briefed to the Board at its next scheduled meeting on February 27th, 2018. The members reviewed the survey summary to ensure it adequately and accurately summarized the significant survey results and is suitable for presentation to the Board. Once approved by the Board, the PR Committee will write up a summary and the full survey results article which will all be made available to residents in the next issue of The Compass newsletter.

The committee determined that the summary accurately reflected the key survey results, including:

- The large percentage of respondents.
- The general strengths and weaknesses of the community as a location of choice for potential new residents in comparison to newer developments in the west-end of Alexandria.
- Recommendations to improve the desirability and marketability of the community.
- Characteristics that continue to make the community a viable option for potential new residents in the ever-changing landscape of all Alexandria communities.
**Renter’s Orientation Package and Updated Website Content & Welcome Packet**

The next initiative that the committee will take on is the need for an orientation package for new renters in the community and updated and improved content on both the website and the new owners Welcome Packet. Regarding the renter’s orientation package, the committee discussed that while it is the responsibility of owners to share information regarding the rules and requirements for living in the community with their renters, there are instances when such information is inadequately provided. The members feel it may be beneficial to develop such an orientation package to make it easier for owners provide the most current information and complete information possible about the community, and resident requirements and responsibilities to their renters.

Regarding the Welcome Packet and the current CS Website, we discussed updating the content for both and incorporate more information, especially on the website like videos, and photos of past events and imagery of the neighborhood. The committee will start to compile this information and develop a plan.

**Cameron Station 20th Anniversary**

The committee discussed the possibility of proposing a celebration of the upcoming 20th anniversary of the opening of Cameron Station community, which occurs this fall. Several actions are required, including coordination with the City of Alexandria, the Activities and Events Committee, the Board, a budget development, and the identification of an appropriate location, etc., are required before such a proposal can be developed.

**Meeting adjourned at 8:15pm.**

*Respectfully submitted,*

*Dan Cassil*