Cameron Station Communications Committee
Meeting Minutes
April 17, 2018

Members Present:  David Thorpe, Kimberly Dillon, Donna Gathers, Barbara Bolin, Rebecca Pipkins
Members Absent:  Erice Veres, Dan Cassil
Others Present:  Pat Sugrue

Call to Order:  Meeting was called to order at 7:11pm

February 2018 Minutes Approved:
David Thorpe, Donna Gathers

Web Site Update
A complete review of the site will be conducted to incorporate the work of the PR study and enhance its function as a marketing tool for the community. A “Photos” section featuring community events depicted in videos and still photos may be added to the Home Page to highlight the social nature of CSCA. Pat and Donna will review the current site and report back to the committee with suggested alterations. It is expected a full review will take several months to complete. David will compile photos and videos, some with streaming background music, for the Photos section.

New Owners/Renter’s Welcome Fact Sheet
Barbara will write a single page fact summary sheet to be provided to renters. This information will also appear on the web site.

Welcome Packet
While the Welcome Packet needs review and revision the committee decided to complete the web review before addressing this project.

20th Anniversary Party
Kimberly Dillon, Chair of the Communications and PR committee is chairing an initiative for a community celebration marking Cameron Station’s 20th anniversary. This is a separate initiative under the Communications Committee, which will include some committee members as well as neighborhood volunteers. The proposal is for an Anniversary Day, with the pool party during the day followed by the anniversary party in the evening.

Entertainment
David Thorpe has kindly offered to serve as the DJ. There was some discussion of Corn Hole and Beer Pong, along with oversized Twister and Jenga games.

Food and Refreshments
David, with or without Carla, will contact Portner’s to discuss catering for the event.

Funding
CSCA realtors will be contacted for donations. All Cameron Station retail will be asked to participate by donating raffle prizes or funding as a sponsor.

Miscellaneous
A hashtag should be created for social media, and permits will need to be obtained from the City of Alexandria. It is not anticipated that volunteers will be needed, other than initial check-in to verify age and resident ID’s. The office needs to be contacted to determine if we own a helium tank. There was some discussion about incorporating a donation to The Carpenter Shelter as part of the event. There is some sensitivity in the community regarding the impact the shelter will have on Cameron Station and it may be best to enable donations via the web site rather than at the event.

**Other**
Committee members were reminded to note the 3rd Tuesday of the month for ComCom meetings and to try and arrange their other obligations accordingly. Kimberly will contact Dan and Eric to discuss their assignments prior to the May meeting.

The meeting was adjourned at 8:36 PM.

*Respectfully submitted,*
Donna Gathers