Cameron Station Communications Committee
Meeting Minutes
November 13, 2018

Members Present: Kimberly Dillon, Chair, Barbara Bolin; Rebecca Pipkins, Sali Hama

Absent: Dan Cassil, David Thorpe, Susan Klejst

Non-members Present: Mike Johnson (Board Liaison)

Call to Order
Meeting was called to order at 7:10pm by Committee Chair, Kimberly Dillon.

Previous Meeting Minutes
October 2018 minutes approved.

ComCom Awards
Congratulations to Kimberly Dillon and David Thorpe, winners of the Volunteer of the year and Mark Pillow Award

Website
Pat Sugrue and Donna Gaithers are working on the website copy and redesign of hierarchy to make the site more user friendly. Ms. Hama and Ms. Bolin offered to assist with proofreading or other needs.

Compass Newsletter
A proposal to charge main street advertisers a small fee was discussed and approved. Originally, they used to pay the same price for advertising as everyone else does but were given free advertising when there was a drop in the economy. Cost will be determined at a further date.

Email Blast
The format and content needs revamping to be shorter, less repetitive, improvement with the art work, and to be more informational. Some suggestions were to include contact email addresses of board members, safety updates/crime prevention practices, holiday schedules of services, and metro updates only when necessary, and not to repeat every week. Another suggestion was periodic postings about lost and found, alternate package pick up location, reminders where to find information. Ms. Dillon will discuss with the Board.

The possibility of selling sponsorships for the weekly eblast was discussed. Sponsors would receive advertising space in the blast. Mike suggested creating a preferred vendor list of plumbers, roofers, painters, etc.

Amazon HQ
The committee discussed the value of proactive marketing strategies promoting the amenities of CS to Amazon employees.

Other
Other advertising and promotion ideas included videos, special events such as tree lighting at Christmas.
Meeting was adjourned at 8:15PM.

Respectfully Submitted, Barbara Bolin