Cameron Station Communications Committee

Meeting Minutes - August 20, 2019

Members Present: Tricia Hemel, Susan Klejst, Rebecca Pipkins, David Thorpe

Absent: Kimberly Dillon, Mary Rulien

Sub-Committee Present: Pat Sugrue, Marian Cavanagh

Board Liaison Present: Tom Sugrue

Call to Order
Meeting was called to order at 7:08pm by Committee Chair, Tricia Hemel

Previous Meeting Minutes
July 2019 minutes approved

Discussion

BUDGET

- Tricia received 2019 budget from Karen – now she is working on where we are YTD to see what we have left for 2019. The 2019 budget for ComCom was $25,000 total ($3500 for website, $15,500 for Compass, $6000 for other communications). We are likely going to request a 10% increase for The Compass, 2 hrs/month of work for the website, and same as 2019 for ‘other communications’ for the 2020 budget.
- Tom confirmed that if there is a project that a committee wants to work on, they can move forward without Board approval if it’s less than $2500. We also confirmed that the budgets are for a calendar year.

COMMUNITY MAP

- Tricia checked with the management office and it was confirmed that new maps for the community and new folders for residents come out of the administrative budget, not the ComCom budget.
- ComCom will likely start revising the maps soon instead of waiting for the park construction to be completed. By the time it's complete that can be the last thing we revise.

WELCOME COMMITTEE PROJECT

- Tricia brought 4 sample bags for our opinion on which we liked best. We were unanimous on liking the ivory linen bag with holders for two bottles inside. Tricia will check with Sarah about the bag she provided at the pool party to compare prices.
- We discussed how all branding in Cameron Station should be uniform (font, logo, colors, etc).
- We discussed trying to keep the same printer for all items so we don’t pay set-up fees each time we switch.
- Tricia let us know that someone is able to bake Cameron Station logo cookies to put in each welcome bag ($3.50 each cookie). She will go for a taste test next week.
- We will be putting out a notice in an email blast to ask residents for help with the Welcome Committee.
- Pat was able to speak to some Cameron Station retailers about menus and possible one time coupons/discounts to put in the welcome committee bag. Other members of ComCom will continue asking around to other restaurants that we like to include in the packet.

TOWNSQ

- The Board/Management is considering adding TownSq to Cameron Station. It will offer real time info on the community and a great way to communicate with those on committees and the board.

WEBSITE/SOCIAL MEDIA

- Susan suggested looking into a Flickr account to upload photos and add a link to them on the website (since most websites won’t support adding that many photos).
• David will look into all the Facebook pages are out there for Cameron Station so we can assess how to manage that a bit better.

COMPASS
• Marian is trying to make sure that the message we send out to residents is all unified. She feels that *The Compass* is going well so far! We spoke of adding a box on one page in *The Compass* to remind residents where they can find the board meeting minutes.

**Next Meeting**
The next meeting is currently scheduled for Tuesday, 17 September at London Curry House.

**Adjournment**
The meeting was adjourned at 8:28pm.

Minutes submitted by,
Rebecca Pipkins