



## PVCA Marketing and Communication Meeting Monday December 7th

### Meeting Minutes

Attendees: Frank, Greg, Deborah, Ethel, and Kathy

- Review the new membership drive plan implementation results and learning's.

The new membership drive events have been going well. The face-to-face interactions have been a big help in educating the area residents about the PVCA. The first time new member count from the interactions and initial mailer is at 124 today and growing daily. We also had 17 renewals during that time. 40% of the new membership is using the web site to sign up and PayPal to make the payment.

We decided we would continue some additional face-to-face interaction in January. Frank will get some dates at the Publix in the circle and request some volunteers to help.

Frank mentioned that the web site utilization is growing. Deborah, Frank, and Ethel are updating the web site almost daily with news and events and of late the Lifestyle Resort situation.

The numbers from November 6th-30th are 889 sessions on the site, December 1st-6th there were 1144 sessions.

- Develop the plan for the Welcome Packet to be sent to new neighbors in Palm Valley.

We discussed the welcome packet that we want to send via us mail to all new residents in the Palm Valley area, whether inside a community or on a county or private road.

We have a real estate person contact that has offered to get us the new resident address information. We want to get it on a monthly basis at least, weekly if we can.

Per our discussion the initial packet will be an envelope which will contain, a Welcome letter to the community, our membership brochure, a sheet on the history of Palm Valley, a membership mailer envelope should they decide not to join on line, and a PV car sticker or 2. We expect to start sending this mailer beginning in January of 2016.

In phase two we will discuss business sponsorships etc.

- Current Membership renewal planning

We decided between Deborah, Greg and myself we would put together a narrative describing what we as an organization, PVCA, have accomplished this year, and encourage those who will get the letter via email to renew their membership by going to the web site and signing up.

The letter will be sent, via Nels to all current members who are on the 2015 membership list, excluding those who have already renewed. We will get this out by December 19<sup>th</sup>.

- PVCA logo discussion and plan

We decided until we have something else the 2 Palm Trees at the top of the letterhead will be our logo.

- Discuss support requirements for Resort Lifestyles if any

Deborah will continue the push on social media, Garry has asked Nels to send another email to all on December 10<sup>th</sup> regarding the activity and what folks can do to help.

- Discuss Piano Project support requirements as necessary

We had the piano event this last weekend and have some prospects to continue discussion with, but the group felt that because Garry was not present and Michael Wicks was also unable to attend we felt the best action would be for Garry to call another meeting to discuss the possible next steps.

- Discussion regarding a policy we will adhere to for the use of PVCA Web site and Social Media for other non-profit causes.

Several times in the last few months, since the new Website went live and we began the social media activity on Facebook, and Next-door we have been asked to use those avenues for communication of a cause one of our members feels is important, but is not something the PVCA is already endorsing at the moment.

The committee determined the PVCA board should make the policy decision. We will draft a proposal to the board to handle such matters.

We believe that social media, meaning Facebook, and Next-door, and Twitter, could be used if the cause is or has a current connection to Palm Valley, and would be a topic that would have interest to all.

We believe the Web site is not the place for such communication

Next meeting currently scheduled for Tuesday January 12<sup>th</sup>.