



PVCA Marketing and Communication Meeting Monday October 5th
Community Center

Meeting Minutes

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

Membership Campaign Planning:

1. Review the letter written by Greg to the named HOA's in the area, which will be sent to them indicating what we are trying to do with the membership drive ASAP.

Approved the letter written by Greg for the HOA associations, Greg will send as soon as we finalize the timeline.

2. Review the Press release that Greg indicated he would write for the newspapers

Approved the letter written by Greg for the Press release. Greg will get it to the newspapers as soon as we finalize the timeline.

3. Finalize the letter to the editor previously written by Greg to be submitted to local papers for printing hopefully the week we do the direct mail piece

The letter, which was previously given the nod by the board, was also approved for release. Same as above.

4. Review the draft of the direct mailer to be sent in Mid October and the recruiting brochure to be used at the face-to-face interactions in the area in mid November. Finalize

Debra did a terrific job in putting together the both the direct mail piece and the tri-fold brochure, we reviewed made some small modifications and approved Deborah to get us a final version to sign off on by October 7th. Once that is set we can complete the timeline.

5. Review the face-to-face schedule for interactions fill in volunteers and assign committee members to call others.

We reviewed the face-to-face schedule of locations, the Winn-Dixie, Daily's, YMCA, and dates, and started to fill in the participants who will do the face-to-face interactions. The schedule which Ethel put on an excel spreadsheet is included in the notes as an attachment. We will solicit volunteers at the upcoming PVCA meeting Monday October 12th, after that we will call members to help

6. Discuss what tools and equipment we need for the Face-to-Face outreach.

We will need a table, 3 chairs, a banner for the table, a popup which will be developed by Deborah to stand behind the table to attract attention, clip boards, pens, trifold brochures, and membership forms. Ethel was ordering one more banner sign, we already have one. We also determined we will use some roadway signs in the area, and Ethel will have 20 of those made

7. Assign who will send the emails to existing members and anyone else on Nels email list as determined appropriate, requesting each of them to get 2 people to sign up.

Deborah in conjunctions with Nels will develop the email strategy to current members during the campaign

8. Assign who will handle Facebook, Twitter, and Next Door posts on Membership Monday, which will be every Monday from October 19th- December 28.

Deborah and Frank will handle other media plans

9. Finalize the schedule will be done when Deborah gets a few more bits of information

Everyone felt good about the plans and activities underway. Many thanks to especially, Deborah, Greg, Ethel and Diane for the work so far. The plans and looking for volunteers will be covered at the upcoming PVCA meeting.