



PVCA Marketing and Communication Meeting Monday September 21st
Agenda/Meeting Notes

Attendees: Greg Leonard, Frank Eckstein, Ethel Campbell, Debra Lamir, Diane Tatum, and Mary McAuliffe

Membership Campaign Planning: Goal : Get to 500 members

- Assign the writing of a letter to the leadership of the noted HOA's in the Palm Valley area. Send ASAP

Sawmill Lakes

Odoms Mill

Old Palm Valley

Woodlands

Marsh Harbor

Find out the leadership of Plantation Oaks

Determine if there are other communities we need to reach

- ❖ *Frank provided the names and addresses of the officers for all the HOA's except Marsh Harbor and Plantation Oaks. Mary was going to help get the names and addresses for those to Greg and Frank*
- ❖ *Greg agreed to write the letter and have it available for our October 5th meeting, and will be mailed right after that meeting. The letter will talk about the importance of a unified approach from the community to the future, they can and should*

participate and we need access to their communication stream to homeowners.

- ❖ **Greg** also agreed to write a press release, which we will use for the local papers, Recorder and Leader.
- Review the draft of the direct mail piece to be sent to the entire area on October 15, 2015. Words need to be finalized by October 1st.
 - ❖ **Deborah** presented a draft of the words we will be using on the direct mailer, format to be determined later. The group reviewed and commented on it and Debra and Frank have agreed to get a draft completed back out to the group by Monday next week.
 - ❖ **Frank** was asked to call Garry and get an understanding of the requirements for PVCA to change the membership fee.
- Need an article (Membership Drive) to go into local papers the week of October 19th. Greg mentioned letter to the editor before. Or make calls to the local papers.
 - ❖ **Greg** showed us a letter he wrote which will get to the local papers the week after the direct mailer and will fit as a letter to the editor which talks about the need for people to be involved.
- Friday Food Truck Membership table manned October 23rd, 2015, Need 3 or 4 volunteers and a plan to enhance what we were able to accomplish at the first Food Truck Friday event
 - ❖ **We all agreed** the way we did the membership table at the last food truck event would work again. Using the raffle tickets was a good idea to spur interest. The Food Truck event folks will need to again get some prizes to be raffled, and Ethel indicated we had one or two left from the food truck event.
 - ❖ **Diane and Frank** will be doing phone calls to get volunteers to help at the event
- Neighborhood outreach with tables at Winn-Dixie, ok'd and somewhere at the circle, or perhaps at the Daily's, Publix tells me they are booked until the end of the year. November 7-8 Saturday

and Sunday 2 shifts with 2 persons minimum during each shift.
10-2 and 2-6. Need to have 8 volunteers to cover the two stations.

Discuss what tools and equipment we need for the outreach

- ❖ *Since we learned the Publix at the circle was not going to be available a few other ideas were discussed. The YMCA on Landrum, the Daily's at the corner of Landrum and Palm Valley Tuesdays at the Farmers Market, and possibly Walgreens.*
- ❖ *Helga from Gyo Greens had previously offered to pass out the brochures and membership form to local visitors to their place.*
- ❖ *Frank was asked to make contact with those opportunities and get something set up for either the 7-8 or 14-15 of November.*
- ❖ *Diane and Frank will make calls to get volunteers after a communication to the current membership is made aware of the need.*

- Assign who will send the emails to existing members and anyone else on Nels email list as needed, requesting each of them to get 2 people to sign up which gets them an entry into a prize drawing that will be held just before Christmas.

Need prizes.

- ❖ *Deborah will be responsible for an email that will be sent to current membership. We didn't agree on the specifics we will use for this, and will take the topic up at the October 5th meeting.*
- Assign who will handle Facebook, Twitter, and Next Door posts on Membership Monday, during Oct-December.
 - ❖ *Deborah will handle setting up the process and types of communication we will use.*
- *Other thoughts about what we could do.*

Website Review

Community Links- anymore we want to have?

Discuss Community Charities links: *we decided to remove the category from the website at this time.*

Photo Gallery- get more pictures/ *If anybody has pictures that would make sense for the PV website, let us know.*

News items- whatever we want to post can be posted. Get news items to us

Events can be posted to the calendar, whatever we want, get the items to use.

- ❖ *The new website is live and functioning but has a few technical issues that need to be resolved, hopefully this week. **Frank** will be working with the developer to resolve.*
- ❖ *We need pictures for the Gallery and can now handle news and events on a regular basis, so you get us anything you want to include in the site to inform the community.*

The next meeting will be held Monday October 5th 7:00 pm at the Community Center.

Start of the Volunteers needed table- If you can fill any of the time slots let me know.

Date	Where	Time start	Time end	# Needed	Name
October 23	Friday Food Truck event	6:00	9:30	3	
November 7	Winn-Dixie	10	2	2	
November 7	Winn-Dixie	2	6	2	
November 8	Winn-Dixie	10	2	2	
November 8	Winn-Dixie	2	6	2	
November 14	Other location	10	2	2	
November 14	Other location	2	6	2	
November 15	Other location	10	2	2	
November 15	Other location	2	6	2	