



Palm Valley Community Association Communication, PR, and Marketing Committee Meeting Notes August 10th, 2015 meeting

The committee meeting was held at 6:30 pm in the Community Center. In attendance were Greg Leonard, Frank Eckstein, Deborah Lamir, Ethel Campbell, Diane Tatum, and Mary McAuliffe; Kathy Hurdis was out of town.

A. The first topic of the meeting was the Fall PVCA membership drive. As an organization if we are going to be the voice of the community we need to ensure we are representing the entire community. For quite a while the PVCA membership, paid, has been in the low 100's. The recent Food Truck Friday event got us 26 new members so we are at about 150 now. Our goal is to get to a membership count of 500 by the beginning of 2016. Quite an ambitious Goal you say. Yes it is. But we believe that with a good plan, and membership support we can get it done.

The plan looks something like this:

1. Development of a trifold brochure piece that sells the value of being a member will be developed. Deborah Lamir has volunteered to take the lead on this development effort and she will be looking for help and support from others on the committee.

We expect the final review of the piece to be completed by the end of August. It's main thoughts should be ready for review at the board meeting August 27th. This piece will be selling the value of membership. We expect to launch the Membership campaign with the direct mail piece by September 24th or so.

Connie previously expressed an interest in producing a car window sticker, which says something like Palm Valley Pride. This could be considered as a low-cost giveaway for new memberships. Deborah to follow up.

2. In addition to the direct mail piece we will be sending emails every other week to all on our list , tracking our membership signups, and spreading the word. We will be asking every current member to bring one or two new members into the association.

3. In early October we will be trying to set up tables in front of the Circle Publix, and at the Winn-Dixie on Solana. We will man the tables with current PVCA members on the weekend and they will have Appropriate signing, posters (map) and brochures to help sell why its important to become a member.

4. We will also be using Twitter and Facebook postings every other week as well (Membership Monday).

5. About the time of the Direct mail campaign we will have articles in the local newspapers talking about the campaign. Greg suggested the hook could be the upcoming traffic task force. Greg has volunteered to write copy for letters to the editors of the papers.

6. The new website will be operational before then, and the site has online capability for membership sign up and payment. All the printed material will also be steering folks to the website which makes signup very easy.

7. An additional effort throughout the campaign period will be making contact with some of the Home Owner association's in the defined Palm Valley area. We want their homeowners to become our members as well. We want to be able to get into their communication network, and we expect to be able to speak on our behalf at their association board meetings. We have determined the target associations initially will be: Sawmill Lakes, Odom's Mill, Plantation Oaks, Old Palm Valley, Woodlands, Marsh Harbor.

We have been invited to be at the Sawmill Lakes board meeting on September 8th. I will ask Garry to handle that one.

8 We will have a big banner at the community Center building announcing the membership drive, and signage throughout the area, that tell folks to go to the website and join.

We need help and support, and by that I mean members doing things to help. So if you have any particular fancy in any of the areas described above please feel free to contact Deborah Lamir at Deb389@gmail.com, or me at Ecksteinfrank@aol.com to let us know how you'd like to help.

B. Frank gave an update on the development of the new web site, which is proceeding, we expect to solve a few issues this week and almost be ready for live status.

C. Deborah Lamir commented that she has been in communication with Nels Frostenson about an email marketing tool called Mail Chimp which Nels is beginning to load membership information into. She has also spoken with Deborah Andrews to get a editor role on the Palm Valley Community Center Facebook page so we can use the site.

D. We need head shot pictures of the officers and directors for the new website. Debra will be arranging for a photographer to be at the board meeting early to get those pictures. She will send an email to all those involved with specific instructions for the take.

E. Frank requested from the Beautification committee, Growth and Traffic Management and Events committees a one page at most write-up of the committee mission, goals, and accomplishments so far to help in putting together the package for the future communication. So far I have received a write-up from Brain Hurdis on the Growth and traffic committee, we need the recap from the events and beautification committees.

F. We had a brief discussion about a new logo for the association. The group was pleased with the development and the artwork presented. Deborah Lamir suggested some additional research and community input would be helpful to assist with additional concept development (support of long-term strategic efforts.)

G. The next meeting is scheduled for Wednesday September 9th at 7:00 pm the community center.

Committee Chairman's note:

Take the following comments in a positive light please.

Last year I signed for the marketing and communication committee because I thought I could help the PVCA achieve the goals that had been established. Since then I also accepted the Chairmanship of that committee. There are 21 names on the committee of folks who initially signed up to help as I did. You will all get this note. Unfortunately only 10 of the 21 have ever even attended a meeting let alone done any of the volunteer work. If you have decided you don't want to be a part of the committee or changes in you life are preventing you from actual participation please let me know and I will take your name off the list. I would expect that if your name stays on the list that you will be able to participate at some level. Thanks for your understanding.