



Palm Valley Community Association Communication/PR/ Marketing Committee
Meeting notes Wednesday January 13th, 2016

Attendees: Frank, Deborah, Diane, Nels, and Connie excused absence, Ethel, Greg, and Garry.

- Review the Welcome Packet items decided for the mailer from the last meeting to be sent to new neighbors in Palm Valley

We reviewed the pieces selected for the Welcome Packet for you folks coming into Palm Valley. Welcome letter, History of Palm Valley, membership Brochure and envelope and car stickers. All felt comfortable with the individual selections, and **Deborah** accepted the responsibility for turning the welcome letter into a real nice looking letter, and doing the same with the history. We also discussed using a nice sticker on the envelope to help folks understand it's not just a piece of junk mail. **Deborah** will do some work on it. I will check with Deborah in two weeks on her work.

We also decided we will track and have a follow-up for the packets sent to get the membership signups we expect.

- Membership initiative progress for new and renewals and staff the next face-to-face event at the Publix on January 30th.

The new membership drive continues to do well; as of the meeting we had more than 220 members. **Nels** agreed to send out the renewal

letter email on the 15th and again at the end of the month.

We have a date on January 30 to be in front of the Publix doing another face to face interaction to educate the local folks about us, and get some membership signs up. The time frame is from 10-4, we split it in two shifts. **Frank and Deborah** will take the first shift, and **Diane** plus someone else she will recruit will take the second shift. If we can get a 3 person for each shift that's good too.

- PVCA logo discussion

The group continues to support that we need a proper identifying mark for the PVCA. **Deborah** will spearhead the project and wants to develop a survey Monkey to go out via email, face book, and the website to help get feedback from the community about what they feel makes Palm Valley so special to help us source the character of the community. Once that occurs will develop a mark that answers the questions we will be asking. Get board approval, and then out to the community for feedback. We believe this activity is another one of the efforts to help really solidify our place in the community thru recognition.

- Plan the communication activities around a wine and cheese event for the board members of the HOA's in our area that we want to enhance communication efforts with.

During the last board meeting, the committee was asked to develop the communication requirements around inviting the board of directors of the HOA's that we deem appropriate to a wine and cheese event at the community center in the late March early April timeframe to socially get to know them. Provide some info about what we are trying to do" so to speak outside the gates of their communities" talk about the common ground items and issues, and share their thoughts about what they believe they would like us to be doing. One of the topics would most likely be the Citizens Traffic Task Force (CTTF).

We discussed the possibility of attending one of their meeting to personally invite them, we have to determine which HOA's we want, then find out when their meetings are and if a member of our board or committee could be invited. **Frank** will discuss with Garry the

possible HOA's.

As a result of the work by several folks we have a list of the potential HOA's and their lead person. That will be narrowed down to those we want at the social. Frank will take a first cut at a letter we could send to the HOA's inviting them.

- Discuss Piano Project support requirements as are necessary

Garry and Mike Wicks are putting together a plan, at this point we don't know what we can do, as soon as we hear from them we can respond as necessary.

- Year-end 2015 recap of accomplishments:
- The committee felt it would be important to tell our story of the work that the PVCA did this last year to help the community and achieve our mission.
Frank was asked to talk to Garry and Greg to ask each of them to write up a brief comment on each of the efforts, and tell the story of what happened and the efforts of the PVCA that made it happen. Once they have that it will go to Deborah and she will put together a piece that will be distributed via the Website, and email.

The next meeting is scheduled for Wednesday February 10th. 7:00 pm at the community center.

You probably notice that there are just a few folks who do the work, and many others that had indicated a willingness to help but haven't so far. Please think about how you can get involved and help the efforts going on in YOUR community to make it better. If you need some help deciding how you can help give me a call or email. 904-327-1399.