

Pine Mountain Club - Communications Committee

January 7, 2025

CALL TO ORDER @ 6:11p

ROLL CALL

Members: Marcy Axness, Diane Martell

Board Liaison: Brad Hudson

1. Prior month's meeting minutes: voted to approve December minutes

2. Board Liaison / Management Report: Board liaison Brad Hudson suggested reinforcing the predominance of the official PMCPOA Facebook group

3. Old Business

3.1. Committee Charters: Update on research regarding the annual revision process for all committees tabled until next meeting

3.2. Website Updates: Diane Martell gave overview of .org site (Wix) progress, inc. Safety Tab (Winter Preparedness, Natural Disasters, Home Safety); Weekly Condor still has references to the old site, not good for SEO; DM is prepping a comprehensive email re: critical web platform issues and decisions for PMCPOA

3.3. Committee Standard Operating Procedures [SOPs] and recruitment updates: DM suggested some amendments to existing Business Policies doc may be more effective than a freestanding SOP doc custom just for Comm Comm; BH advised running it by chairs at upcoming Chairs' meeting for buy-in, and then show Governing Docs

Recruitment Updates:

Comm Comm will handle planning for the next Meet & Greet (10/5/25), to be confirmed at Chair meeting; discussed creating a Canva marketing graphic to recruit members for committees, to be shared on social media platforms and other relevant channels

3.4. Review Monthly Condor Ad Pricing: Discussion of updated pricing tabled until Feb. mtg

3.5. CINC Platform Decision: Discussed the CINC go/no-go decision and the 301 redirect issue

3.6. Board Meeting Live Stream: Discussed pros-cons of providing links to BOD mtg. videos

4. New Business

4.1. New Member Packet: Discussed branding standards, who reviews/updates

4.2. Communications Position Update: Discussed candidate qualifications, position responsibilities

Next Meeting: Falls on February 4th, 2025, rescheduled to 2/5/2025 due to member's scheduling conflict.

Next mtg. is Feb. 5

Adjourned 6:55