

Pine Mountain Club - Communications Committee

March 4, 2025 | Minutes

CALLED TO ORDER 6:00p

ROLL CALL

Members: Marcy Axness, Diane Martell

Board Liaison: Brad Hudson

Visitors: Sarah Fulkerson, Bob Wyant, Cliff Pennick

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

2. Board liaison report: SOPs going through Gov Docs, scheduled for March BOD mtg; discussion of new tri-fold for Equestrian Center promo purposes; shared a member's compliment on new website

3. Old business

3.1. Website updates: Ongoing discussion of the 2024 move from Northstar to Cinc; DM: what was lost in the transition to Cinc was the communications piece—not effective for either admin or front-facing, so we added Wix for FF (good for guests, public, renters, etc.); now shifting back to NorthStar (inexplicably took five months getting back end access); DM's opinion that we should use Wix as FF and NS as member portal (Wix having much greater capacity, requiring less user expertise); confusion emerged over whether a Board decision has in fact yet been made between NS and Wix for FF site; consensus that there should be a system for making these decisions, such as a matrix including quantitative (e.g., cost figures, amount of readily available tutorial info.) and qualitative (e.g., ease of management of the platform) variables; DM will put together some numbers, and BH will consult with (BOD treasurer) Randall Gates

3.2. Committee Standard Operating Procedures (SOPs) and Recruitment Updates:

- **SOPs Update:** BH is passing them by Governing Docs and is scheduled for March BOD mtg.
- **Recruitment Updates:** DM asked for any "legacy" input from longtime committee members, Cliff Pennick suggested all comms add Zoom access, and then promoting that; should focus on targeting the broadening demo, esp. younger people w/ families; B. Wyant noted that some full committees are referring overflow applicants to other committees needing members; promotion at Peak to Peak should yield results, even if delayed; CP highlighted the option of inviting "significant" non-members to committee meetings (e.g., Madison Botorff in the past) by way of grooming them for engagement

3.3. Transitioning to Digital Ballots

DM: Resolution was passed at Dec. BOD mtg., I understand that Mark B is introducing a measure re: opt-in v. opt-out, but my understanding was the member outreach deadline was last weekend; BW: My understanding was same; DM: Sounds like there's no support we need to give there.

4. New Business: None

Next Meeting: April 1st, 2025

ADJOURNED 6:50p