

Pine Mountain Club - Communications Committee

May 6, 2025 | Minutes

CALLED TO ORDER 6:00p

ROLL CALL

Members: Marcy Axness, Diane Martell

Board Liaison: Brad Hudson

Visitors: Sarah Fulkerson, Augie Moran, Lauren Vela

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

2. Board liaison report: BH updated Board chair (JE) on upcoming end of committee service terms of the only two Comm Comm members; response was "it may have to go dark"; BH hopes that is not the direction it goes

3. Old business

3.1. Website updates: SF: We're converted back over to Northstar (NS) for the member site (.net); the front-facing / public site (.org) remains Wix

DM: Wrote up a punch list of what is still needed, sent to JE; e.g., 301 redirects, which are a heavy lift and require thoughtfulness, to preserve SEO rankings while retiring pages so we're no longer running parallel pages; we should announce the updated website status to members, and include new nav steps (once we've reached a point it makes sense to do so)

SF: Met with JE and Grace Wolleman re: the punch lists / redirects, next steps not clear; not clear whether members may make payments on .net (BH says draft budget coming at 6/10 bd. mtg); SF not having admin access to NS complicates some tasks; NS has added a "Forgot your password" reset link for members

DM: Will train SF on redirects; not straightforward on Northstar, which is more technical than other platforms, requires a level of coding expertise, and has few tutorial resources available online

[Visitor] Lauren Vela asked about redirects, and DM gives her a concise summary of the history of the three site platforms, and how we got here

3.2. Update Business Policy D-3: Committee offered feedback on the draft, but since it was approved at the April meeting, we'd missed the deadline for that submission

4. New Business: Committee Transition BH: Hard to say what the transition will look like, and if there will be one, we currently neither have current members moving on, nor new members that have joined.

Committee term was clarified to run through end of June, so one more meeting will take place with the current members; the timeline "glitch" of the several-month gap between committee member applications and board approval was noted

LV expressed strong desire to become involved w/ Comm Comm (she is on Planning Comm), having skills to offer, but doesn't feel equipped to step right into a leadership role; would hope someone from past years would maybe return; MA highlighted the value of DM and her writing up a few narrative paragraphs to give a high-level "debriefing" summary of Comm Comm's role and activities the past 1-2 years

DM: A different philosophy from current POA would not rely so heavily as it does on volunteers

Next Meeting: June 3rd, 2025

ADJOURNED 7:01p