

Pine Mountain Club - Communications Committee

June 3, 2025 | Minutes

CALL TO ORDER 6pm

ROLL CALL

Members: Marcy Axness, Diane Martell

Board Liaison: Brad Hudson

Visitors: Sarah Fulkerson, James Williams (GM), Taylor McCauley, Gail Carroll-Coe, Debbie Bailey, Cliff Pennick

1. Prior Month's Meeting Minutes: May

1.1. Vote to approve

2. Board Liaison / Management Report

2.1. Input from the Board Liaison: has expressed concerns w/ board chair Jennifer Emmett re: Comm Comm not continuing, losing continuity carrying on the heavy load that you two have been carrying; JE: it may need to go dark

3. Old Business

3.1. Website Updates

- **Status of current document transfers** SF: they've been completed; waiting on Northstar (NS) for decoupling from the .net, and asking if we can implement the 301 redirects at that same time
JW: Don't have any info on that either, so there are questions: are there any risks to our data, etc.; as soon as we get the ??s answered and understand how that's going to take place, maybe that will be the last step; I'm not familiar w/ how the 2 sites got created
DM: We created a legacy document that includes timelines and summary of how we got to this point
MA: The doc aims to preserve the kind of institutional memory that is so easily lost within orgs, esp. since Comm Comm will either go dark or have a complete personnel turnover
 - **Progress on 301 redirect implementation** DM: Puzzlement re: why NS can't walk us through it; shouldn't involve so-called "decoupling"; redirects on NS seem complex; until the 301s are done, we're in this "chasm" of having redundant information on the .org and .net
JM: Jorge and I are setting up a call w/ NS
SF: Questioning why redirects weren't done when .org was first created
DM: Redirects must be initiated from the original .net site; previously discussed redirecting the entire .net to .org, which Todd attempted before leaving (thankfully, it didn't go through, as it would have seriously damaged our legacy SEO); once it became clear that CINC wasn't a viable public-facing platform, .org took on that role; it was agreed that .net would remain the member portal due to privacy and payment features; redundant pages on .net will be turned off as they're redirected; DM: So far, my experience with NS has been that their help desk is slow to respond. They've said they can help with 301 redirects, but this is something we should ideally manage in-house.
 - **Outstanding items and timeline for completion** DM: This is included in legacy doc [summarizes]
- 3.2. **Update on All Committee Standards** Currently in review with Governing Docs
- 3.3. **Committee Transition** DM: Reviewed points from outgoing legacy and strategic document
JW: Optimistic to see the high level expressed in this [legacy] doc, hope we can keep it going
DM: Overview of past 2 years' revealing the lack of systems at many levels; [goes over tables in legacy doc, re: Comms Channels, style sheet ideas]; we advocated for website to house central info; the recruitment campaign reflects a larger pattern — projects looping without clear resolution; "rough road" the past 2 years; tried to promote newer resources (ChatGPT, Canva, Wix), more of a digital footprint, and make website and Weekly Condor the foundational info channels
MA: Highlighted the discouragement of working at a high level in Comm Comm when so much couldn't get done, no systems (e.g., no rubric for making decisions such as CINC); POA an "inertia machine," love outdated modes / formats
JW: Military background, is pro systems, transparency, hopes to foster that, and a strong rapport between members and POA; need to save money, like idea of fewer Monthly Condor hard copies
MA: My experience w/ many orgs — most potential buck bang is in more effective communications

Next Meeting(?): July 1st, 2025

ADJOURNED 7:06p