

# Pine Mountain Club - Communications Committee

## Approved Minutes December 5, 2023

### CALL TO ORDER: 6:03 PM

**Roll Call:** Diane Martell, Debra Manoogian, Marcy Axness, Augie Moran

**Excused:** Ian Sawrey

**Board Liaison:** Brad Hudson

**Visitor:** Ronni Wilde, Tom De Nicola, Todd Greisen, Jennifer Dier, Renee Rakestraw

1. Board Liaison update: no specific update
2. General Manager: consolidating emails, email blasts, FB posts and Monday weekly blast to "Condor Weekly" with Wednesday distribution to include menus, entertainment, not to replace the monthly Condor
3. Radio Station update: recording was not perfect, there was some recording, looping not working
4. PMCPOA brand definition, will establish a brand kit defining design, color, size, fonts. Discussed trademarking/infringement - was tabled
5. Redesign email blasts: Marcy & Diane to spearhead with Todd - Project Plan for January Ronni to activate clickable link for QR code, currently active in the monthly Condor, Adobe InDesign seems to have glitch with linking
6. Communication between project "teams" and committee – utilizing Google Drive for projects for the entire committee to stay updated on project developments,
7. Discussion of ownership of platforms applications used for committee projects, evaluate Canva as potential platform for PMC staff and committee

### ADJOURNMENT: 7:03 PM

**Next Meeting:** January 2, 2024