

Pine Mountain Club - Communications Committee

Minutes April 2, 2024

CALL TO ORDER:

ROLL CALL: Members: Augie Moran, Marcy Axness, Diane Martell, Ian Sawrey

Board Liaison: Brad Hudson

Visitor/s: Ronni Wilde, Debra Manoogian, Roseanne Lehmann, Todd Greisen, Cliff Penick, Sr.

1. **Prior month's meeting minutes:** Meeting minutes approved. No discussion needed.

2. **Board Liaison Report:**
 - 2.1: Existing & new directives from the Board &/or General Manager:
Brad Hudson: No items to add.
Todd Greisen: No items to add.

3. **Old Business:**
 - 3.1: **Updates on Trifold Project:** Trifolds were presented in 8.5x11" format, and Augie has received limited committee feedback regarding the content. Diane and Marcy will continue organizing and editing the copy for clarity and accuracy. Send the draft to various committees for review - then decide what format the content will be presented in [website, trifold, flier, etc]. People can print resources off the website for themselves, and Todd prefers to keep the lobby tidy.
 - 3.2: **Updates on Seasonal Fire Safety Promo:** Electronic signs are expensive. Ian will partner with Marcy to research renting. Check with US Forest, Kern County and/or Kern County Fire for potential resources.

4. **New Business:**
 - 4.1: **Debrief on Website Meeting / Cutover to CINC member portal:** A soft launch of the system is being conducted with members who have monthly payment obligations. Diane will send Todd a list of the discoveries she made during the process of populating the landing page and branding elements: Mailing address, registration, etc. A letter will be sent to members on how to register and opt in to receive communications. We need to determine the next steps of the project and how Comm Comm can support it.
 - 4.2: **How to best communicate the ongoing Community Survey:** Flier went out via email blast. Members who aren't opted in to PMC communication did not receive a link. We will continue to post through April — via email blast and on FB with survey links — where members who are opted out can access.

Next Meeting: May 7, 2024

ADJOURN: 7:09