Communications and Marketing Committee

June 19, 2020

Minutes

Present:

Russ Dukeman, Co-Chair

Susan Mangubat, Keller and Williams

Louse Moisan, General Manger

Beth Patterson, Co-Chair

The committee met on Friday, June 19, 2020 at the Foxwood Hills Clubhouse.

Beth indicated she wanted to present a budget to the Board at the July 25th meeting.

It is her intent to lay out the marketing plan on a spreadsheet indicating lead, deadline, and status. This will be used to update the Board.

The Board-approved Marketing Plan was reviewed and the following action items were assigned:

* Beth will contact Lakehouse.com, rvparkstore.com and reproperty.com to find out the cost of ads.
* Susan will continue to provide area realtors with promotional materials and report activity at board meetings on a quarterly basis.
* Susan has a meeting with a builder during the week of June 21st to determine interest in placing model homes on FH owned land. Millhurst was discussed as a possible location.
* Beth will contact Green River Log Cabins to determine interest in placing cabin in FH.
* Beth will take photos of two more properties Little Choestea, complete forms and submit to Code Enforcement. Property owners of two lots on Little Choestea have made progress on cleaning up their two lots. Code Enforcement followed up with Beth and Louise to determine progress, he will go by to see how much they’ve done.
* The committee thought golf-frisbee was the best option for placing something at the front entrance for members. The cost for this will need to be included in the budget request.
* Beth will look into cost for city pole banners.
* Louise will attend monthly Chamber of Commerce meetings.
* Measurements for all signage will be completed this week by Louise.
	+ Louise indicated she was going to approach Nicci about painting the signs.
	+ There was discussion about the sign Nicci did for the Blue Hills Country Club.
	+ Committee members thought a more professional look was needed and wanted cost estimates on all the signs.

The committee discussed the *lobby area* designated for Susan. She will be available on Fridays from 1-4:00. She will bring a desk to replace the table in the lobby. The tv monitor in the lobby will be uploaded with a DVD that includes information about homes and lots available in FH, testimonials, etc. The committee proposed that we approach the Remberts and the McClures to determine interest in providing testimonials. Area information will be moved to the lobby area. Once the wooden chairs are sealed, they will be moved outdoors. A more organized approach is needed.

The committee discussed the issue of not being able to identify POA lots for sale. Louise will provide a list of available POA lots for sale to Beth and Russ. Susan will identify the best sections to target. Louise will find out costs for a surveyor and a metal detector. Beth and Russ will look at lots to determine the best to promote.

Promotional materials were discussed. Beth indicated she wanted to review all materials to determine if all information was correct and the same in each piece of information. All information should have the gold/black theme. This will be in alignment with the new website.

When the committee discussed opportunities for partnering with existing or public events, members believed having a membership with the Lake Hartwell Association was one of the best options. If a community membership was bought, our logo would be on their website. That cost will be included in our budget.

The committee reviewed the handout, “RV Living in Foxwood Hills,” developed by Susan. Comments provided included:

* RV living can only be promoted in Newbury.
* Susan thought a better title might be “RV Life in Foxwood Hills.”
* Section M will be looked at for tiny homes.