Marketing Committee

August 27, 2020

Minutes

Present:

Belinda Belvin, Board Liaison

Russ Dukeman, Co-Chair

Susan Mangubat, Keller Williams

Louise Moisan, General Manager

Beth Patterson, Co-Chair

Denise Savage Wiedenheft

Not Present:

Jim Hanson

The committee on Thursday, August 27 at the Clubhouse, with Belinda on ZOOM and Denise on the phone.

Beth indicated the committee had $7,500 for their budget.

The Board-approved plan Marketing Plan was reviewed and the following decisions were made:

* Means of Promotion:
  + Beth presented advertising costs for lakehouse.com, rvparkstore.com and rvproperty.com. Discussion followed about how property would be selected to advertise. The final decision was made to promote the community vs. properties. Beth will draft a description of FH, send it to committee for review and feedback. The final will be given to Louise to be advertised in the above-mentioned sites.
  + Brochure: Welcome to FH – Visitor Guide: we have a ½ box of these – Louise will order more.
  + Handouts: Building Homes, Mobile Living, RV Life: these are the printer, Susan is waiting to see what the outcome of the September 5th Special Meeting.
  + City pole banners: Louise and Russ are taking this on and present recommendations to the committee.
  + Signage: the signs at the front entrance, Blackjack & Avondale, Dr. Johns & Hickory are being targeted. Louise and Russ will get dimensions. The committee plans to use

Unique Signs in Seneca. Susan’s signs cost $700 - cost included installation. We will get a lower cost by having maintenance to do the installation. Volunteers will be recruited to do some painting on the signs. We need the refined logo from AppNet before we can move forward on the signs. Beth will contact AppNet to determine status. When AppNet sends the demo for our new website, which should be anytime soon, Beth requested that the Marketing Committee be part of that review.

* + Foxwood Hills Fan Page: Kudos to Denise for this page!!! The page exists to highlight the great neighbors, amenities, views, happenings, and lifestyles of FH. Committee
  + members urged to invite others to join the page. This page will be one of the links on the new website.
  + Lobby TV Monitor: Testimonials have been done with Greg Sheperd, Board President; Jay and Susan McClure and Eddie and Kelly Rembert. Susan has not seen the final product. When we have the final product, the tv monitor will be uploaded with property for sale, testimonials, etc.
* Sale of Property:
  + Prioritization of sellable POA lots: priority will be given to area around clubhouse, Section I, and Aaron for the time-being. Russ and Beth will review the list of POA lots and the list from Susan to determine other lots. Louise will order metal detector to help with identifying pins. Onxhunt.com is an app that will help with this process also. The following disclaimers will be used when promoting these lots: *markers are estimates & it’s the buyer’s responsibility to have lot surveyed.*
  + Sale of Lots: A total of 9 lots has been sold, reported by Susan. 2 more to close and 3 under contract.
  + Meeting with Builders: Susan has met with a builder who expressed interest. She has tried following up several times and her calls have not been returned. She’s waiting to hear from another builder.
  + Green River Log Cabins: Beth sent emails with no response. She will continue to get in touch with them.
* Oconee Code Enforcement: Beth submitted complaint form and photos on July 23 (property on Blackjack). Have since learned property has been abandoned. Need to determine next steps. Property on Little Choestea has made substantial progress in cleaning up two large properties. Committee members should let Beth know of properties she should follow up on. The issue of property in FH was addressed. Louise is doing a drive-through this week and will begin sending letters out again.

* Low-cost activity for members: The Committee decided to focus on Mt. Bay Park for an activity vs. the front entrance. A survey monkey will be developed for member’s input. Suggestions from the committee included volleyball and putting green. Location for a community garden still needs to be determined.
* Other: Belinda was asked if there were other areas the Committee should focus on. She recommended follow up with large employers, contacting their HR departments, providing them with our pamphlets, to assist finding homes for their employees. The committee will follow up with Borg-Warner, Michelin, Duke Energy, and other local co-ops.

TO DO LIST:

1. Beth: write description of FH, contact AppNet re: refined logo, FU with Green River Log Cabins, develop survey on low cost activities for members.
2. Louise: order more Visitor Guides. order metal detector.
3. Susan: print handouts: Building Homes, Mobile Living & RV Life.& FU on video
4. Russ and Louise: present recommendations on pole flags & get dimensions of signs.

Cc: Greg Sheperd, Board President