

Marketing Committee
Friday, November 6, 2020
Minutes

Present:

Belinda Belvin, Board Liaison
Russ Dukeman, Co-Chair
Beth Patterson, Co-Chair
Denise Savage Wiedenheft

Absent:

Jim Hanson
Susan Mangubat, Keller Williams
Louise Moisan, GM
Maria Stamey

The meeting was held via ZOOM

Update on assignments

Louise :

- Has ordered and received more visitors guides, business cards and a metal detector
- Present recommendations on pole flags
- Dimensions of signs – Russ and Beth will check on Signs next Thursday or Friday

Beth:

- Developed description of FH and submitted to Louise
- Placing article in 3 magazines fell through the cracks – Louise will work on this tomorrow
- The POA has received the refined logo from AppNet
- Has been unable to talk with Green River Log Cabins- recommended removing them from the plan – committee agreed
- Survey on low cost activities was completed and sent to members

Susan:

- Videos were received and submitted to the Committee – Committee members provided the following comments for future videos:
 - Westminster, SC and Lake Hartwell always need to be identified
 - Families with young children need to be included in videos
- Susan needs photos of FH members
- Due to Chapter 11 Susan has held off on printing of brochures

Survey of low-cost activities

The top two activities members would like to see addressed is to Fix up Mtn Bay Park and to have a fitness trail around the park. Louise requested Maintenance to provide estimate on fix-up costs but costs have not been provided to the Committee.

Beth investigated fitness trails and is recommending the committee look at www.Fittrail.com.

- Southwood Corporation, Charlotte, NC
- Fit-Trail Jogging System 20 station or 10 station
- Jogging system 10 station & fitness center 10 station \$6250; 20 station each \$9,450

Beth reported that the pavilion is on Corps property – we need to check if placing a trail around the park is permissible. Russ will contact Jason and Denise will call a friend who works for the Corps.

If this is not possible, the Committee will need to check out the front entrance property as a second possibility. Beth will contact Eddie Rembert to inquire about the helicopter pad and whether it's going to be located at the Fire Station.

Beautification Committee Update

The committee met last week – member, Tim Ramsey addressed the FH sign on the corner of Little Choestea and Blackjack – he recommended removing the railroad ties, building up the area around the sign and placing 3 boulders on the site to compliment the main entrance. Tim will have his staff prepare an estimate.

Communication Committee Update

Beth explained there were still issues with the ability to send Eblasts. ATT indicated that the problem was on their end. In the meantime, Beth is posting information on the FH Facebook Page and the FH Discussion Page .

Foxwood Hills Fan page

Denise reported that the page has 150 members – Beth indicated that the new FH webpage will include a link to the FH Fan page.

Other

Belinda brought up the issue about having a list of potential builders and providing them with marketing information about FH. Potential builder incentives will need to be addressed by the Bylaws Committee.

Shuffle Board: Russ and Beth will look at this to see what needs to be done.

The committee wants to keep the dog park and the community garden on our radar.

The meeting adjourned at 5:25 p.m.

CC: Greg Sheperd, Board President