

Communications and Marketing Committee
Committee Charter
Foxwood Hills Property Owners Association

Purpose

The purpose of this Ad-hoc committee is to set the vision for and manages the overall strategic communications and marketing strategy for Foxwood Hills, in coordination with the Association's strategic plan.

Formation of Committee

- This is an Ad-hoc committee established by the POA Board of Directors and is advisory in nature and serves at the pleasure of the Board of Directors. The Chair (or Co-Chairs) will be appointed by the Board of Directors. The Committee members are selected and appointed by the Co-Chairs and are chosen upon their individual skills and experience in regard to marketing and/or communication. .
- The committee shall be comprised of General Manager and 2 or more POA members in good standing.
- Committee members shall serve for one year subject to renewal by mutual agreement of the member and the Board. Each term begins on March 21.

Duties and Responsibilities

- Develop a marketing and advertising plan making Foxwood Hills more visible in Oconee County as a place to reside, have a vacation home, or retire in.
- Explore various aspects of getting Foxwood Hills on the map especially on the internet and other forms of communication such as newspapers, periodicals, tradeshow, and etc.
- Confer with realtors, residents, and prospective new owners to provide them with information and promotional materials.
- Organize and carry out different marketing and advertising projects with board approval.
- Ensure the Association's website is the current and updated communications mechanism for information, resources and news for members and external audiences.
- Recommend to the Board appropriate language and visual representation of FH to external audiences.
- Identify opportunities to partner with existing or new public events related to the goals of the Association.
- Educate members as their responsibilities as ambassadors of the FH brand.
- Assure adequate resources and proper usage of marketing funds to support the Board-approved marketing plan.
- Bring committee correspondence to the Board.
- Keep written minutes of all meetings.
- The Committee will submit an annual budget request to the POA Budget Committee for review and consideration.

- The Co-Chairs (or designee) will provide an oral and written report at the POA's Annual Meeting to include number of comment cards received.
- The committee will review the committee charter and recommend changes to the Board.

Governance

- The Co-Chairs will be appointed by the Board of Directors. The Committee members are selected and appointed by the Co-Chairs and are chosen upon their individual skills and experience in regard to marketing and/or communication.
- The Committee may elect a Secretary, if necessary. If not, the Chair will provide the minutes for each meeting. Minutes should be published one week after meeting.
- The Committee Co-Chairs (only) will act as liaisons between the committee and the Board Liaison. The co-chairs should keep the Board Liaison informed of all committee meetings, suggestions, feedback, questions or requests.
- The Board Liaison will confer with the Board, when needed.
- The committee must establish quorum at a meeting in order to conduct business. Quorum will be established when a minimum of 3 members are present at a meeting.
- The Committee will meet once a month or as otherwise determined and announced.
- Active participation is important to achieving the mission of the committee, as such; a member's absence at 3 consecutive meetings will result in the loss of voting, with possible removal from the committee and the position reassigned by the Board.
- The co-chairs are responsible for maintaining an official attendance roster and will administer notification of loss of committee membership due to attendance.
- The agenda will be shared with all members and GM prior to the meeting.
- By majority vote, the Board may remove Committee Members who cause conflict or prevent overall productivity, as it deems appropriate.

Dissolution

This charter will remain in effect until amended or rescinded by the Board.

Approved by the Board of Directors January 23, 2021.