

Beautification, Communication and Marketing Committee

February 11, 2023

Minutes

Present: *Belinda Belvin, Russ Dukeman, Marsha Duvall, Kathy Moore, Beth Patterson, Maria Stamey, Van West, Mike and Debbie Wiwczar*

Absent: *Penny Epperson, Keith Litcofsky, Susan Mangubat, Denise Savidge, Tracie Skinner*

Committee Members reviewed upcoming Hard Dates:

- April 3: Mowing starts
- March 18: Annual Meeting
- May 20: Soft Opening of Pool
- May 27: Pool opens

Beautification: Mike and Debbie, Co-Chairs

Sign at Corner of Blackjack & Little Choestea:

- Remove ties - decide on replacement, if any
- Plant daylilies
- Soil is needed

Communication

- Beth is revising the Visitor Guide, Member Handbook, New Member letter and ACC Guidelines - Maria agreed to review first draft of ACC Guidelines for more consolidation
- Develop process for transitioning members to member portal on website:

Van is developing a mock-up model which will be presented at the first Board Meeting of the new fiscal year.

We currently have 800 user IDs which will be used.

A letter will be sent to members 2 months before launching the member portal.

- Lobby video

Member Lonnie Varady as developed a video for FH - Beth will distribute to committee members for feedback - members having photos that can be used to enhance the video are encouraged to submit to Beth.

It was suggested that the menu and testimonials be threaded into the video.

- Development of Calendar of events

Keith developed a list of events he would like to see happen and sent to Eric, Denise and Beth - additional activities/events will be added.

This will be placed on the website, posted at the comfort stations, security office bulletin board and the pool; flyers will be added at the pool and office for members to take.

It was also suggested that a survey be conducted to find out why members aren't taking part of events, the lounge, board meetings, etc.

- Foxwood Hills Packet of Information

Maria is getting another quote for the packet, then will finalize.

The digital logo needs to be maintained by the office and possibly others given that it took 4 months to get the digitized logo.

Maria also suggested that we invest in logo wraps - these would wrap around water bottles - committee members thought it was a great idea and she will purchase with this year's funds. Water bottles will be used at grand openings of the fitness trail and the pavillion, as well as other events.

- Workspace - POA Marketing

Van developed a workspace for the committee to use collaboratively that can be edited by any one of us. This is a robust tool and can be expanded if needed.

Download for an android:

<https://support.microsoft.com/en-us/office/video-onenote-for-android-31796676-7ad8-47ef-b99a-3e73714df2a0>

Download for iPhone: <https://apps.apple.com/us/app/microsoft-onenote/id410395245>

Minutes, agendas, etc. can be shared using this workspace.

Front Entrance

- Stain fences - won't need more than to 2 people for the job - one to spray and one to follow to brush out. Fence to be power washed first. 5 boards are broken but easy to fix. Water has been turned off but should be fixed by Monday-Tuesday. Maintenance's power washer can be used. Stain will cost \$245-50. Russ to go ahead and purchase with this year's funds.
- Trim trees down the middle.
- Replace dead plants.
- Buy and add borders around plants next to fence (Maintenance?).
- Check lights in trees (Maintenance).

POA Office

- Beth will contact Bob for quote for rocks to put around trees similar to rocks already there.
- Paint fences.
- Replace dead plants.
- Solar lights and mulch for corner FH sign (Keith to purchase).
- Patrick is pulling up the carpet downstairs - Eddie is redoing floor.
- Figure out "kids room" - Keith has not decided if games will be replaced. Will set up small bookshelf for kid's books.
- Ladies' bathroom needs updating - painting, take down wallpaper.
- Fitness Room - Keith has list of what is needed to update.

Pavilion

- Will not be getting bid for gravel to put around BBQs as previously planned. Beautification had much better idea!
- 4 picnic tables to be started on in March by shop class @ \$150 each.
- Jacob who is doing the picnic tables also submitted a drawing for a swing set for \$1,370. Keith and committee members believe we can do much cheaper.
- A team blew leaves this past Wednesday and put a good dent in it. Andy is going to go

through on Tuesday with one of the ride tractors and pull the blower behind.

- Check power (Keith).
- Buy deer cameras (Keith).
- Trash Cans Unlimited - 2- 34-gallon Landscape Series Outdoor Perforated Trash Can WR-34R w/Anchor Kit (3 Colors) MSRP: \$328.00 Was: \$279.95 Now: \$221.40 (make sure its galvanized metal).
- Potholes in the roads are on Russ's list to be fixed.
- Buy and Plant azaleas and anything else wanted (Beautification).
- Beth will reconfirm with Keith about insurance.
- Beth indicated that the office is responsible for setting deposit amounts - committee members was in opposition of charging members for the use of the pavilion but deposits was ok - it was also suggested that we include a statement on the paperwork *"if you choose to make a donation to replenish paper goods...."*
- It was suggested that we purchase the hand blowers for the restrooms.
- Need there more signs: women's & men's bathroom and "smile you're on camera"
- Need trash cans for bathrooms (not to come out of our budgets).
- Marsha will check with Mayor Ramey's schedule about attending grand opening. The board should also be there.

Annual Meeting

- President's letter prepared - with Sonya for review.
- Meeting script prepared - with Sonya for review.
- Beth is preparing notebooks for Committee Chairs.

Committee chairs will be reminded about submitting volunteer hours.

- Need gift certificates, etc. for members and winners of volunteer hours.

Other

- It was noted that the POA is paying for tv boxes that aren't being used.

- Beautification needs to put together a budget and get to Greg Sheperd.
- Beth will find out what the committee is getting and then will determine how much more is needed.
- There was discussion about reasons for closing the doors between the lounge and the restaurant. It was mentioned that they were always open but staff chose to keep them closed. An example for keeping them open was last Friday's crowd. The lounge was packed for karaoke and a group of folks came in and left due to the crowd. They may have stayed if we had the overflow in the restaurant. It would be better if that end of the room was remodeled, wrapping the bar around into the restaurant. It is too isolated with the current design.
- It was also mentioned that the lounge needs to be updated, excluding the deck. For the most part, a liquor bottle display is designed to be behind the bar. The display of liquor bottles anywhere else is not needed.

Note: Marsha notified me that Rod Moore wanted to join the committee!!!!

Dianne McMahon has also joined!