

Communications and Marketing Committee Minutes

Present: *JD Donald (The Journal), Marsha Duvall, Susan Mangubat (Red Hot Homes), Beth Patterson, Denise Savidge, Bill Thompson (Board Liaison)*

Absent: *Keith Litcofsky, Rod Moore, Maria Stamey, Van West, Deborah Wiwczar*

The committee met at 5:30 on Friday, September 22, 2023, at the Clubhouse.

Beth informed the committee that Kathy Moore had resigned from the committee for personal commitments and did not feel she could devote 100% to the committee. Kathy oversaw code enforcement and did an awesome job! Denise volunteered to take that on. A huge thanks to Denise!

Beth distributed the Committee's 2023-24 Plan and noted that most *tasks* had been completed but are ongoing. The next meeting will be devoted to drafting the 2024-25 Plan which will drive a budget that will be submitted in October or November. Beth checked with the Budget Committee to confirm timeline and it is **November 10th**.

Journal Advertising:

- JD reported that FH was included in The Journal 8 times in June, 8 times in July and 8 times in August. Those articles were shared with the committee.
- The next major advertising was in the Visitors Guide: Waterfalls, Rivers and Lakes, FH had a ½ page.
- The next step is to advertise FH in Lake Living. This publication is printed 4 times a year (March, June, September, and December). FH will be featured in the December issue. A full-page ad, at a cost of \$1,100, will be done. The deadline for submitting is November 1st. Susan will consider whether Red Hot Homes can share in the cost.
- Susan is going to set up a special phone number for Red Hot Homes in all our advertising, so we will have an account of number of calls.
- Beth will contact AppNet to inquire about the number of visitors to our website.
- Brett McLaughlin, Editor, for Lake Living, can showcase homes in the magazine. Beth will provide a list of homes, after getting permission from the property owner. A photographer will come to FH to take photos. If committee members have suggestions for homes, let Beth know.
- We need to include "multiple lots for sale" and "patrolling security" in future advertising.
- Currently, the QR code included in our advertisements directs the reader to our website. JD reminded the committee that the QR code can be directed to anywhere.

Member Survey: Bill asked when the last member survey was completed. We need to consider doing one for the upcoming fiscal year. Beth will review the one sent out 2 years ago and send it to committee members for feedback.

Chamber/Foxwood Hills Event: Beth reported that she drafted a summary of the event to

provide to the Board. She will send it to committee members before sending it to Board.

Calendar on Website: Football Saturday schedule needs to be added. Beth has been in touch with Van.

Reality Homes: Susan reported that 11+ homes are being built and knows he has at least 3 more in the pipeline. Susan will check in with him to verify how many he has built and closed.

The building process is 90 days from the time he gets the permits, this is a huge selling point to consumers!

He is also asking if lots could be cleared prior to permit. Susan would say permit is applied. It is sometimes difficult for a client to determine where a home will go when it is so wooded. However, Susan did say from a Sales perspective if he is clearing the lots because he owns them and intends on building on them. They will sell faster, even if he has not started his building process.

Not sure this is a marketing item, but Buyers have a tough time buying wooded lots. Also, the topography in Foxwood Hills is such that they cannot see if there is a place that can be leveled on most lots.

The builder shared two other issues with Susan:

1. It is taking 2-3 weeks to get a permit from the POA Office. It takes time to clear a lot. Susan will get more information from builder, who is on vacation, to get more information.
2. Given the size of many of our lots, there is no room for a dumpster.

Susan is thinking about sponsoring and hosting a "Sunday Brunch with Susan." She would provide the cook. Crosscreek does this. More information to come.

FanPage: Denise reported there are 853 members subscribed to our Fan Page. There are two questions members reply to: "Do you own a lot in Foxwood Hills?" The reply choices are Yes/No/No but I'm thinking about it. Denise offered to forward "thinking about it" to Susan.

Guest Pass for Dinner: When potential buyers want to look at property, FH should consider providing a guest pass for dinner. Beth will mention this at the next Board Meeting.

Shrimp Scampi: 2 committee members complained about last week's special that cost \$18. Both described the dinner as a half plate of spaghetti with 6 shrimp. The salad was on the same plate. Bill indicated that this had been addressed.

Steak Special: A committee member indicated that a member came in right before 8:00 on Wednesday, Sept 21st and ordered two steak dinners. He was celebrating his birthday. He was told that he could not be served. Given that revenue is down for the restaurant, this does not make sense. This has been addressed by Keith Litcofsky, GM. Staff have been told to serve members.

Saturday Football: Bill reported that he was told by staff that everything about the first Football Event was last-minute. When marketing is involved, better planning is needed. Marsha reported that discussions had taken place a month before with Keith. Moving forward, Bill asked Marsha to contact him first. Beth asked if there were other events that were mentioned. There were none.

Comment Cards: In order to obtain feedback from members, comment cards should be used.

Board Meeting/Garage Sale: A committee member asked if the hours for the garage sale could be extended, given there is a board meeting that morning. Beth explained that the planner did not realize a board meeting was scheduled. Other dates were looked at, but a different date could not be found. Beth will FU with the planner.

The meeting adjourned at approximately 7:00 p.m.