

SUMMARY 2023 MARKETING Committee Reports & Motions

JULY 25, 2023

Marketing/PC Committee - Director Sherman Lackey

JULY 25, 2023

The Marketing PC Committee met July 11, 2023, and the topic most under discussion is the forum on the woodburnestatesgolf.com web page. In this regard the Committee made the following decisions for the following questions

- Do the WEG board of Directors get to interface directly with the questions posed by members in the forum? No – the reason: conflict with the confidentiality form the board members sign each year.
- Can a board member be a forum monitor? No – the reason: conflict of interest and possible issues with bullying.
- If our community standards for the forum are repeatedly violated by the same members what punitive action should the forum moderator take? Members in violation are banned from the forum.
- Should we have a list of off-topic subjects? No – the reason: people just need to be respectful of each other. Members can be banned from the forum if the topic that they create violates our community standards.
- If our members violate Oregon Law in the forum, do we contact authorities? No, the reason: we aren't the police, but the offending member will be banned from the forum.
- Should we have a maximum number of topics that WEG members can create? No - the reason seems a bit much as topics that are not responded to can be deleted after 12 months.
- We will proceed with testing the forum which is found in the member area Bulletin Board > Extra > forum.

- Other Marketing PC news:
- We are making progress in updating the digital screens and to that end Sharon, Kim Walt, Alan and Sherman held a meeting to layout a plan of running the screens remotely using remotely accessible small format computers, a web connection, and software available as WordPress plugins. Free is better but there will be some cost. Currently we are in the testing phase.
- We are replacing one of the computers in the News & Views office as it is beginning to fail and is getting past its useful life.
- Bench Craft currently supplies our golf scorecards, course rule books, and signage (with advertising) on the 18 holes. They sell advertising on these, we receive the booklets, score cards and signage for the 18 holes. We receive no money for the advertising, Bench Craft receives all. This represents a loss in potential income of Eleven Thousand dollars a year. It is all but impossible to get out of this contract.
- We are hoping to get more advertisers in News & Views, and annual phone directory.

June 27, 2023

Marketing/PC Committee - Director Sherman Lackey

June 27, 2023

The Marketing PC Committee met June 13, 2023, and made the following decisions.

1. Bulletin boards. The member board in the hallway is free for members to post their items for sale, notices and such. The Publications Committee will police the members, and the commercial board in the hallway. A notice of use is posted on the BB.
2. Finalized the 2023 Advertising guidelines, now posted on the Member Bulletin board in the hallway.
3. Returned to printing upcoming, and non-WEG events, in the "This and That" column. We are returning to a pre Covid Health Emergency practice where we included things like the event taking place at the Settlemeier house, Taste of Woodburn, and such in the News & Views.
4. Discussed adding ribbons as separators (grid like pattern) to the members bulletin board in the clubhouse hallway. While this would dress up that board and look nice, the committee decided against this at this time.
5. Request the Marketing PC Committee director strongly suggest, during the good of the order, that the board give preference to contractors that advertise in the News & Views, or the phone book, when seeking bids for projects on the common grounds.
6. Request the Marketing PC Committee director discuss how member forum responses, addressed to the board, are to be handled once the member forum is up and running.

Discussed how to have our free advertisers comply with the Marketing PC practices regarding free ads.

Karen Linton brought to the committee's attention that one of the founders of Senior Estates Golf and Country Club, George Marshall, passed away in March of this year. News & Views will inform the WEG members in an article in the newsletter.

Submitted by Sherman Lackey, HOA Director Marketing PC Committee/Web Team

May 23, 2023

Marketing/PC Committee - Director Sherman Lackey

May 23, 2023

Marketing PC Committee Report for May 9, 2023

The Marketing PC Committee made the following decisions at their May meeting.

In the future all posting on the hallway bulletin boards, opposite the News & Views office, will be policed by the N&V volunteers. Notices will be placed on one of the two boards indicating all postings must be dated and have the posters member number or the postings will be removed.

Members that place items for sale on the hallway members bulletin board can also have their item printed in the N&V, but the member needs to let the N&V staff know.

We will continue to charge \$150.00 for N&V inserts.

We note that our printer is now using plant-based inks.

End of reporting

HOA Chair Marketing PC Committee

April 25th, 2023

Marketing/PC Committee - Director Sherman Lackey

April 2023

The Marketing PC Committee has taken the following actions:

- Finalized Advertising Guidelines for News & Views, signs, bulletin boards, business card racks, flyers, banners, posters.
- Adjusted the wording on the Buying & Selling Real estate webpage have greater visibility and description.
- Identified the number of bulletin boards, and locations, inside of the clubhouse.

The committee was also brought up to speed on our webpage security, number of attacks, type of attacks and general webpage traffic.

Carol Wellington was a valued member of the Marketing PC Committee; she will be greatly missed.

Respectfully submitted,

Sherman Lackey, HOA Director Marketing Publication Committee

March 28th, 2023

Marketing/PC Committee - Director Sherman Lackey

March 2023

We met at the N&V office on March 9th, and March 14th, 2023.

- We are still looking for a better solution for the electronic display boards.
- The News & Views opt-out is progressing, and we have 20 members that have opted out of the paper edition in favor of the digital edition. We will print 1,600 paper editions for March 24, which is down 150 copies from last year.
- The newly acquired display rack will contain informational brochures for the community. Like reminders to have smoke detector batteries checked or information from CERT, plus new advertising guidelines.
- We are developing new advertising guidelines.
- We ran only 120.00 dollars short of breaking even on the first edition in March. We still need more paid advertising.
- Decided that all free, and in-house ads, will be 5" wide by 4" high or 3" wide by 5" high.

We also looked at the number of ads that we publish that are free. Looking at the final bottom line for Publications of News & Views for Woodburn Estates & Golf clubs and activities, we know that we have recognized, but not reported the revenue value for any group for this service. This practice will continue, with no charge to any Woodburn Estates

& Golf recognized clubs or events. Going forward that service amount will be reported as the potential income if the space used was charged at normal rates. News & Views is a much-needed service for Woodburn Estates & Golf that focuses on service and not profit. Sherman Lackey, HOA Director Marketing Publication Committee

February 2023

Marketing/PC Committee - Director Sherman Lackey

February 2023

The marketing PC Committee discussed, and made decisions, on the following items:

- A display stand for relator WEG properties for sale flyers – to be placed in the clubhouse living room. Display stand must be portable, realtors must advertise in the News & Views and or the WEG Phone book, no more than 10 “buckets” for the stand and 1 realtor per bucket. We will work with the director of house for placement. No holes to be drilled anywhere.
- Kept the insert policy in place, as well as the price.
- Formulated an updated obituary policy for the News & Views (very spirited discussion)
- Accepted the new pricing structure, Stan to contact all advertisers currently using Black and White advertising to convert to Color.
- Presented an idea Kim approached me with a way to have News & views searchable for an entire year. Example search all of the 2014 editions for motions at once as opposed to searching each individual edition of 2014. We are proceeding with the idea.

Briefly discussed, but made no decisions, on pending changes in how the Marketing PC Committee interfaces with the management team.

Respectfully submitted.

Sherman Lackey

Director Marketing PC Committee

Motion #9: Marketing PC Director Sherman Lackey: I move to approve 2023-0124 SOP 2.10.1 **last sentence only:** Articles will be printed as submitted, although spelling or grammatical errors may be corrected ~~with the approval of the author~~ by the N&V editor or Marketing PC chair. Motion seconded and approved.

January 24, 2023

Marketing/PC Committee - Director Sherman Lackey

January 24, 2023

The Marketing PC Committee met on January 12, 2023. Various topics were discussed, the following decisions were made:

- Marketing PC Committee will meet on the second Thursday of each month at 1pm in the News & Views Office
- The Committee Approved the new ad structure. We already have decided to end black and white ads, because we print in full color.
- We are ending the 1 column ads.
- Added a new 3 column ad size and pricing.
- Divided the Web update and content responsibilities amongst Allan Lindberg, Stan Hiller, and Sherman Lackey.
- First News & Views edition production run was 1,630 papers, down from 1,650 papers at the end of December.
- We thank Connie Doyon for donating the backdrop used in taking pictures.

January 10, 2023 – 1:30 pm

Marketing/PC Committee - Director Sherman Lackey

Motion #5: Director Sherman Lackey, I move to approve the following people for the Marketing PC Committee: **Seconded and approved.**

Stan Hiller
Allan Lindberg
Carol Wellington
Connie Doyon
Karen Linton