

SUMMARY 2022 MARKETING/PC COMMITTEE REPORTS

December 20, 2022

**Marketing/PC Committee Report for December 2022 Director Sherman Lackey
Marketing PC Report from November 18, 2022, to December 1, 2022
Containing 2023 Punch List going forward**

November 18, 2022

The Marketing PC Committee discussed various topics. The following decisions were made:

Allan to check to see if the service used to access the electronic displays have come back to life. Their website is still active.

After some initial research the Committee decided that adding SMS messaging as a method of alerting WEG membership to various situations is too expensive.

Discussed the possibility of using different services to do page layout services and design, including adjusting ads to properly print (almost no advertiser provides camera ready copy).

Update on the three services contacted to provide page layout services, will continue to wait for additional feedback.

Agreed that WEG needs additional advertisers, the number of advertisers has dropped in the past three months.

Set up a 3-month planning board for advertising, articles, and fillers. Avoiding last minute "what do we do with all the empty space" panic,

Include, advertisers web page links in their ads. Will be available in the online versions, not in the paper editions, but all paper editions will continue to be pushed out via Bugle Blasts.

Sherman to track down some sort of synopsis for the swimming pool complex that can be published in the News and Views.

December 1, 2022

The Marketing PC Committee discussed various topics and made the following decisions:

Discussed the price point of News & Views. Printing fewer papers will also drop the price. Decided that beginning in January 2023 we will drop the number of issues printed from 1700 to 1630.

Decided to alert the membership that if they want to receive the electronic version of the News & Views, they may make that request as an option. This is an either-or thing. Sherman to develop a process. The process will involve the Hoovers, due to distribution, and the request to Eagle Press as to the number of printed papers requested. For instance, if 30 members request to have electronic distribution only, then the number of printed papers would drop to 1600. The committee feels confident we can drop the number of papers to 1600 by February. We also need to know how many papers WEG is taking to recycle.

Suggest to the Activities committee that they place a Holiday add in the Woodburn Holiday Fun Guide in 2023.

Make a requirement of the Pro-Shop, via Chip, that they place an ad in the News & Views once a month offering an item for sale. We advertise, for free, other parts of WEG but not the Pro-shop. The committee feels that this is an oversight. Sherman to make the request.

Beginning in January the News & Views will contact each WEG Board Member requesting an article on how they view their position, what they hope to accomplish in their tenure, and what their challenges are. We envision that the articles will begin running in the News & Views in February and take 9 months to complete (one position per month).

Going forward.

When I began this journey in 2021 my vision was to get News & Views to be expense neutral, to make the publication look more modern, to update the Woodburn Estates and Golf website. Some of this has been accomplished, more of this needs to be done. The drift into a purely electronic News & Views edition will take some time, possibly as long as 4 years. Not because of technology, but because of the abilities, and needs of the membership. Imagebird Studios has offered to update then newsletter Masthead, the Committee will consider the Masthead revision in 2023.

The committee will also look at the WEG website, determine how to make it more intuitive while preserving the information about the organization, In 2022 Image, and outdated content were removed or updated. We got rid of the gray on

gray look in the Menu Bar, added a widget on the right-hand side that provides hours of operation for the office and common areas. In 2023 we will look at other forms of layouts and the use of background images, amongst other things.

Mail Chimp will continue to be used to push the News & Views electronically, as well as provide emergency notices, and notices of the Board meetings.

Respectfully submitted,

Sherman Lackey

HOA Director Marketing PC Committee/Web Team

MOTION #1: Director Sherman Lackey, I move to approve an increase in the price paid to Mailchimp for Bugle Blast services not to exceed \$40.00 per month.

Discussion: Publications only has Board authorization to pay \$35.00 per month for Mailchimp for which we provide Bugle Blasts to our members. Mailchimp is raising their prices beginning January 2023. Publications needs Board authorization to continue with Bugle Blast.

MOTION #2: Director Sherman Lackey, I move to approve ImageBird Studios as the page layout, and design, of the twice monthly issues of News & Views for the year 2023, which will consist of a minimum of 8 pages to a maximum of 16 pages per issue, as needs arise to publish News & Views. The cost of producing News & Views not to exceed \$50 per page in color or black and white.

Discussion: The News & Views needs to have a quality look to it when printed on paper or digitally. Mt Angle, YES Graphics and Judy Christensen have all been approached as publishers, without successes. The Marketing PC Committee feels that costs for publication can better be addressed by printing fewer papers. ImageBird Studios already does work for us with our directory and is better able to create print ready ads from our advertisers (has already done so for many) that we believe they are a good fit for our needs.

November 22, 2022

Marketing/PC Committee Report for November 2022- Director Sherman Lackey Emergency Meeting Marketing PC Committee - November 11, 2022

The Marketing PC committee held an emergency meeting to plan a path forward for the

News & Views after the resignation of Kim as editor. The Committee decided:

- To return to two paper editions 8 pages each, and push the digital versions (in PDF form) the same day that the paper editions are delivered.
- Karen Linton volunteered to be the News & Views editor, but may resign if she determines that this isn't a good fit for her
- Contacted Judy Crittenden to see if she was interested to do our page lay up as before, she will let us know on Monday November 21, 2021
- As a plan B, Stan to contact Imagebird to see if they can do the page lay up for the remaining November issues and the two December issues. Paying the same as Judy Crittenden was being paid when we took the design in house.
- Contact Other design companies to see if they have an interest in providing page layout services for us and how much, Imagebird to be included in this process.

Another meeting of the Marketing PC Committee was November 18.

MOTION #6: Sherman Lackey

Sherman Lackey, Director I move to **approve Karen Linton** as News & Views editor

MOTION #7: Sherman Lackey

Sherman Lackey, Director I move to **approve** Imagebird Studios as our Publisher of the News & Views at \$400 per 8-page paper

Annual Member's Meeting Agenda

November 8, 2022

2022 Marketing PC Committee- Year End Report - Director Sherman Lackey

In 2021 the Marketing PC Goals were:

- Modernize the looks of the News & Views News paper, the WEG newsletter.
 - Adjust the advertising rates to ensure that the News & Views production cost and income were at a break-even rate.
 - Make improvements to the WEG online presence via our website
- Increase the number of WEG members that are signed up for the members only portion of the WEG website.
- Increase the number of WEG members that are signed up for the Bugle Blast.

Look into making News & Views available with an active link to the News & Views already available electronically.

To this end in 2022 we have put into place a News & Views advertising structure companioned by the News and Views editor, Kim Farquharson. Still in the testing stages, but appears to be working rather well. We have adjusted the look and feel of the WEG website, still a work in progress. We have also seen slight increases of the number of WEG members on both the website and the Bugle Blast.

A work still in progress is providing a method of electronic payments for the HOA dues using annual, biannual, and monthly payment methods. Which are now only available by making the payments in person at the office or mailing in a check.

We look to 2023 and what new challenge in Marketing, Publications, Communications and electronic forms of communications the WEG membership desire to make use of.

October 25, 2022

Marketing PC Committee Report October 2022

The marketing PC Committee met on October 10, 2022, with only Kim and Sherman in attendance. The only decision made was in regard to dates on the page posts that make up the website. Dates henceforth will not be numbers separated by dots, but rather the name of the month, the date, a comma, and 4 numerals for the year.

Other items discussed:

- Housekeeping issues in maintaining the website, removal of outdated images, the reason for the last web page outages.
- State of one of the computers in the News and Views Office.
- Article pending for printing in News and Views.
- Web Traffic listed in the security report provided by GoDaddy.

September 27, 2022

Marketing/PC Committee Report - Director Sherman Lachey

Marketing PC Committee Report for September 2022

The Marketing PC Committee met September 12, 2022. For the most part we discussed the inner workings of Mail Chimp in regard to hard and soft email bounces, the increase seen in bots trying to gain membership access to the Woodburn Estates and Golf website, and Traffic to both platforms overall.

The committee doesn't believe that now is the time to set a floor, the must have number, for the electronic edition of the News and Views to continue beyond the test period of December 21, 2022.

However, data gathering regarding Bugle Blast sending's, and opening percentages, began the last week of August and continues currently. We also had a brief look at the stats available from WordPress in regard to page usage, and traffic.

Kim provided an overview to the next (at that time) electronic edition preview. Other than proceeding with our testing of the electronic editions, and gathering data to validate the effort, no decisions were made. Kudos's to Kim on the Communications wall, this seems to be well received.

In other issues, the web team continues to monitor webpage logs, and page hits from outside the USA, validate plugins that make our webpage function, remove plugins that are no longer compatible with the current version of WordPress, and continue our document and image cleanup that we began last year. (We don't need Coffee Hour notices from 2014).
Respectfully submitted, Sherman Lackey HOA Director Marketing PC Committee/Web Team

August 23, 2022

Marketing/PC Committee Report - Director Sherman Lachey

Marketing PC Committee Report August 2022

The Marketing PC Committee August meeting was largely bringing committee members up to date with ongoing projects:

Advertising contracts declared a dead idea.

Current status of the hallway bulletin boards.

Current status of template creation for printed and electronic editions of the News and Views.

Discussion of a Baseline for determining if the electronic versions, pushed by Bugle Blast, increase readership of Bugle Blast or if the electronic editions are a Bugle Blast sign up driver.

Discussion about DropBox usage and space.

Website update on testing and corrections of the Woodburn Estate and Golf website.

Items to add to the Communications budget for the coming year.

Discussion of a members area comment space to address member questions. No action taken at this time.

Made decisions regarding:

Creation of a new Masthead for News and Views.

Printed edition of News and Views updated layout.

Updating of Classified ad section and Monthly Calendar published in the News and Views and the electronic editions.

Respectfully submitted Sherman Lackey

Director Marketing PC Committee/ Web Team

July 26, 2022

Marketing/PC Committee Report - Director Sherman Lackey

July 26, 2022

The marketing PC Committee met and discussed:

- The current income level for communications and the News and Views.
- Paying for insert in the News and Views verses having volunteers do them for free.
- Moving News and Views to a single printed copy and 3 digital copies per month.
- Up grading the electronic reader boards with a service that supply's proper screens and can have up to 4 different people administer.
- Add new bulletin boards in the hallway between the men's and woman rest rooms in the clubhouse.
- Creating an advertising contract that guarantees a rate plus an advertising addon.
- Charging \$10.00 a month for the long bulletin board in the hallway of the club house unless the advertiser has an advertising contract.
- The need to add verbiage to Spo's 2.10.4 to 2.10.7 allowing the Marketing PC Committee the authority to monetize 6 other areas of responsibilities.
- Taking the News and Views paste up in house.

The action items are to proceed with the Advertising contract, changing the News and views printing frequency to 1 paper edition and 3 electronic editions per month, updating wording of some SOP's.

The Bound copies of last year's News and Views, with CD, has been delivered to the office.

Marketing Director has three motions that will be presented.

Director Sherman Lackey: I move to approve a “test of change” with the publication schedule of the News & Views beginning September 1st, 2022

Discussion:

The News & Views will be published on newsprint paper once a month, on the 2nd Friday of each month.

This printed publication will contain all official communications and information as required by Articles of Incorporation 3.8, Bylaws 4.4, 5.3 and 5.5. This includes, among other things, the minutes of the board meeting, all annual meeting information, publication names of all candidates for Board of Director as well as community information of services available and advertisement free of charge to the Country Cottage Restaurant.

It will continue in the same format that it is now. That format is 8 pages, 4 columns, color and it will be delivered to each household. The deadline schedule published will remain in effect for this 1st edition of each month.

This presents a savings of \$12,033.40 a year

MOTION Director Sherman Lackey: I move to approve a “test of change” with the creation of a digital edition the News & Views to be published weekly, beginning September 1st, 2022

Discussion:

The News & Views Digital will be published each Friday except 2nd Friday

This digital format will be available on the WEG website, delivery via Bugle Blast by those who choose that option, posted on the ‘Communication Wall’ and in a binder in the library.

The format of this paper will be flexible and subject to change.

Some of the information from the weekly N&V Digital will be repeated in the printed edition. i.e.: Classified ads, notification of events, etc.

We are working with our advertisers to make this change worthwhile to them as well so that this will not affect our relationship with them.

MOTION Director Sherman Lackey: I move to approve a “test of change” of doing graphic layout and design inhouse

Discussion:

This will be done by the N&V Staff with support and backup from the Front Office

This will be both the printed edition and the digital editions

This presents a savings of \$9,600.00 per year bringing out total savings for all three test of change motions: **\$21,633.40**

This is a ‘test of change’. If, after a few months, we feel that this is not meeting the needs of our community, we would like to return to its current publication structure.

June 28, 2022

Summary of Marketing PC Committee Report from BOD Meeting:

Director Sherman Lackey

June 28, 2022

The marketing PC committee met June 8, 2022 and discussed various topics. The following decisions were made:

The News and Views format will remain 4 columns, but pages will appear as three columns.

Free adds will be set to a two column X 4-inch size, no exceptions.

The look of the Bugle blast will be Bugle Blast logo – content – WEG logo and a link to the WEG Facebook page.

The committee proposes 4 motions

The committee is tasked with creating an add billing structure that offers incentives to our advertisers while at the same time providing income to publish the News and views.

Our website hosting package, and the plugins that make it run, allow for the electronic filing of forms. While the complete set of forms are available on the WEG website for members to print out, fill out and manually turn in, they are not electronically fileable. We would like to make the forms available to fill out and submit electronically.

MOTION Director Sherman Lackey: I moved to approve 2022-0628 form Application to Rent Facilities by removing the line that says “2nd check deposit held and returned after cleaning”

RENTAL FEES: (Check those applying for)	See Fees Schedule for rentals fees
<input type="checkbox"/> For Office Staff Use Only	<input type="checkbox"/> Auditorium <input type="checkbox"/> Dining Hall
Amount of Refund: _____	<input type="checkbox"/> Blue Room <input type="checkbox"/> Kitchen
Auth. By: _____	<input type="checkbox"/> Lg. Conference Rm#1 <input type="checkbox"/> Sm. Conference Rm#2
Date Refunded: _____	<input type="checkbox"/> Card Room <input type="checkbox"/> Gazebo
	Total Rental Fee(s) 1 st check: \$ _____
	Deposit 2 nd check \$ <u>100.00</u>
	2 nd check deposit held and returned after cleaning (see note below) ✕

Note: I agree that the facilities will be used solely by the persons and for the purpose described above, and in accordance with all applicable Rules and Regulations (see reverse side) and this rental agreement. I understand that I am responsible for ensuring that all the facilities are left in a clean and orderly condition and without damages. I understand that I am responsible for the actions and conduct of all guests and attendees, and for ensuring that all guests and attendees remain in the area(s) specified above. Further I agree to indemnify, defend, and hold harmless the Association (and its officers, directors, employees, and agents) from all claims arising out of, or alleged to arise out of, the use of the facilities or equipment, including, but not limited to, any act of omission or to any condition of the premises or equipment.

Signature: _____ Date: _____ -20

Discussion

MOTION Director Sherman Lackey HOA Director Marketing PC Committee. I move to Approve the allowing the sharing of the income generated by inserts in the News and Views with other groups associated with the Woodburn Estates and Golf.

Discussion:

News and Views charges to insert adds that are provided by advertisers. Eagle Press charges to do the insertion. It seems like a good idea to enlist the assistance of the groups that provide services at WEG to do the insertions. This fundraising opportunity would be only offered to the clubs. Any club that is interested in this will be placed on a list. As the need arises, the opportunity will be offered to the first name on the list. If they choose to pass, it will then be offered to the next name on the list. The former group will remain first on the list for the next opportunity. Two passes will then move them to the bottom of the list.

MOTION Director Sherman Lackey HOA Director Marketing PC Committee. I move to approve the allowing of paid advertising on the electronic reader boards as long as the advertiser advertises in the News and views, or the directory, and signs a contract for such a service.

Discussion:

The Marketing PC Committee is working on an updated advertising structure; we would like to be able to offer an inducement which would generate additional income for Communications.

MOTION Director Sherman Lackey HOA Director Marketing PC Committee. I move to approve to give the Marketing PC Committee the ability to look at alternatives to printing the News and Views using other services than what we currently use.

Discussion:

This might take the form of providing out content to a different publisher to determine cost effectiveness, look and feel etc. This would not allow the committee to make a permanent change to a more cost-efficient method, or different company presently, without board approval.

May 24, 2022

Marketing PC Committee Report - Director Sherman Lackey

May 24, 2022

The marketing PC Committee met May 3rd at 1:00pm. The HOA chair, Sherman Lackey, presented a review of the newsletter Requirements from the WEG governing documents, and a brief review of the News and Views creation process currently used. Also discussed were the current contract with the design company, and the service Eagle Press provides. A review of the amount of advertising dollars received this year, and our costs of printing the News and views led to a rousing discussion on add pricing as adjusted beginning the first of January 2022. Kim made a presentation of alternative printing, and productions options as well as an idea for advertising packets. The Marketing PC Committee is committed to finding a path forward to ensure that the News and views is bringing in enough revenue to pay for publication. End report.

April 26, 2022

Marketing PC Committee Report - Director Sherman Lackey

The Marketing PC committee met on April 18th and discussed some issues with layout as well as some content of the Woodburn Estates and Golf web page. Kim explained the use of widgets, and the committee viewed recent additions to the website, Hours of operations, Real Estate Guide, NV+, Weekly Calendar, and Country Cottage Specials.

Most of the meeting time was spent discussing the presentation of information on various pages, the menu bar, and how best to present information. All members of the community may now use the Group Information Update Form to request updates to any of the WEG web pages. If you see something that is misspelled, out of date, please send in a request via the new Group Information

Form located under Contact on the menu bar. Changes will be made as that form reports back to the Web Team.

Also discussed were the various elements of the website with a view to making improvements for better navigational and visibly.

The city of Woodburn has produced a new map of the projects being built or proposed to be built within the city limits and urban growth boundary. Karen Linton is looking for advertisers to place this new map as an insert into the News and Views.

Motion Sherman Lachey, Director 2022-0426 Motion to approve Karen Linton as a member of the Publications PC Committee. Seconded and approved

MARCH 22, 2022

Summary of Publication/Marketing Committee Report from BOD Meeting: 03-22-22

Director Sherman Lackey

An explanation of the new space on the News and Views for committee summaries

Discussion how the minutes in the News and Views can be published on a timely basis.

Explanation on how to use the search feature on the website to search for information, rather than use the drop-down menus.

The committee continues to fine tune the News and Views, and the website.

Create Punch list for things to do for the coming month

Website is tested using Windows 10 professional, ChromeBook OS 9, and iOS 15. All tests correctly

Check on costs per page of printing the news and Views to determine advertising rates are covering publication

Creation of list of updates on website to make improve content.

Marketing/PC Committee Report

The chair recognizes Secretary Kim Farquharson to read the Marketing report in the absence of Director Sherman Lachey

March 14, 2022

- The Marketing PC committee met and discussed various topics regarding the News and Views, and the WEG website. Kim gave an explanation of the new space on the News and Views for reports form the board of directors.

- A vigorous discussion was had by all regarding publishing the minutes in the News and Views on a timely basis.
 - A limited explanation on how to use the search feature on the website to search for information, rather than use the drop-down menus. The committee continues to fine tune the News and Views, and the website.
 - To that end a punch list for the coming month is created.
 - Sherman stated that he tests the website using Windows 10 professional, Chrome book OS 9, and iOS 15. Everything on the website seems to work ok.
 - Sherman will find out how much the per page of printing the news and Views actually is. This will be helpful in determining if our advertising rates are covering the costs of publication.
 - Members of the committee will create list of items that need updating, or changed, to make the website of better use to the WEG community.
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February 22, 2022

Marketing PC Committee Report - Director Sherman Lackey

January 25, 2022

Marketing/PC Committee Report: Chair Sherman Lackey: The committee met via zoom and discussed various topics about our website. Some editing of the webpage took place during the meeting. Mostly this was a "thinking" meeting regarding form and function.

Allan gave us all a walk through the tables that contain some of the schedules, not to make changes to the tables, size of pictures (300X300 pixels to maintain a professional look), and a look at what Bugle Blast can do. The committee made the following assignments:

Sherman, Marketing PC Committee chair with spoke to Chip about the possibility of having tee time sign up available online.

Drew, our GM, will inquire at our bank about the possibly of taking payments for Dues and Fees online. Some back-end work on the website may be needed, as well as work with the bank to make it an option. There will also be a need to have an SSL, a Secure Sockets Layer, a secure protocol developed for sending information securely over the Internet.

Sherman will also contact the Golf chair about adding the Men's and Women's group to the list of items under the Golf tab on the WEG website.

The committee is beginning the thought process of delivering the *News & Views* online, still in the discussion stage.

Discussed the *News & Views* header and how to make the words, *News & Views*, pop out a bit. The Directory is complete and will be delivered to you soon by our volunteers. Additional copies will cost \$5 each.

NOTE: The *News & Views* contains minutes of board meetings online starting with 2014. Notice that each Board meeting is noted under the issue date of the paper. Minutes will be listed separately as we are able.

<https://woodburnstatesgolf.com/news-views/>

January 11, 2022

Marketing/ PC /Communications Committee members: Chair Sherman Lackey, Allen Lindberg, Connie Doyon, Carol Wellington, Kim Farquharson, and Stan Hiller.

Motion to approve Marketing PC Committee members seconded and passed.