

Communications Committee Meeting

October 20, 2022

In Attendance:

Carrie Morrison
Cheryl Jacobs
Jenny Cropper-Rines
Josh Davis
Julie Malinowski
Marlene Ott
Patty Seidl
Steve Jacobs

Cheryl asked for a motion to approve the minutes from the last meeting on September 15, 2022; Marlene made the motion and it was seconded by Jenny; all were in favor; motion passed.

Old Business

Drone Video

Ricky Kerrigan completed the Drone video and sent it to Josh. Once we have it put together we'll take a look to be sure Ricky has captured everything. Will become part of our Historical Section on our Residence.

Electronic Signage

Cheryl stated that we have worked on this for a number of years and I have initiated the Charging Document to be discussed at the Board Meeting. We received mostly negative feedback, "Solution looking for a problem", "Place hinges on existing sign to make it easier to manually update". Additional discussion indicated it may already have hinges. Cheryl mentioned that Doug Parks suggested this could be addressed in a Town Hall. Steve suggested perhaps the Committee could attend a Board Meeting or speak to Board members individually.

Jenny suggested we do a survey, get an answer and then put it to bed. Initially the sign update was about Emergency Information and Communication, an opportunity to communicate during Covid, lots of additional information. But if the Community doesn't see value and the Board doesn't see value, we should just stop.

The committee agreed we do need community feedback, perhaps a survey, Bernie offered assistance.

Cheryl appreciated Jenny's comment and agreed a survey is not a bad idea. John Viola was supportive of it per Jenny. The cost for the sign is around \$20,000 per Cheryl. Raising funds from the Community is not an option, at the same time raising money for new firehouse. Having a sponsor, like at golf club, met with opposition. "

Options are:

- Incorporate with the Town Hall Meeting
- Separate Survey

The Committee would be happy to help with the Town Hall Meeting if needed, keep it simple. Steve suggested if we go with a survey that we need one or two additional signs at the South Entrance also; software cost would not increase.

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Cheryl shared that we do have a Plan, we've identified locations where we could put a sign. Josh suggested we keep the survey something simple. The survey would give us a little more momentum going into the Town Hall.

Cheryl questioned, how do we communicate better and how else do we improve the ways we communicate?

Election Ballots

Cheryl prepared Charging Documents and submitted them to the Board. This was brought to the Committee's attention from Marlene Ott who did not receive paper ballots. This decision was not communicated to the community. At tonight's meeting per Steve, there will be a decision on whether to do an independent audit.

Marlene volunteered to be on the Elections Committee; however, and Josh confirmed we do have a fully staffed Elections committee.

New Business

Voting signs for next elections. Cheryl has not submitted a Charging Document regarding this issue. Cheryl will create Charging Document and get it to Steve. Perhaps a different design? We want people to vote.

Communication Improvement within the Community

Cheryl reviewed earlier surveys, 37% said was good, 29% average, 21% very good, 9% poor, 3% very poor. 74% of people responded. When you ask how do they get information regarding Ocean Pines, they responded Bayside Gazette or Ocean Pines Quarterly Newsletter.

What can we do to improve? All agreed we have to communicate more than one way.

Jenny mentioned that all of the information is there on Residence Academy. There is an official Ocean Pines way of getting information.

Pool Schedules

Steve mentioned pool schedules were inconsistent. He talked to John Viola about it and suggested the community needs to know about the change ahead of time.

Internal Staff Changes

Cheryl shared that Debbie Bennington's time on the committee has expired and she will not be coming back.

Cheryl asked for a motion to end the meeting, Marlene made the motion, Jenny seconded the motion.

Meeting adjourned 10:58am. Next Meeting is Wednesday, November 16 @ 10am, virtual.

No December meeting. We will get together at a location in Ocean Pines for the holidays. Cheryl will let us know when and where.

Respectfully submitted

Patty Seidl