

Minutes from Ocean Pines Communications Virtual Meeting April 20, 2023

In Attendance:

Cheryl Jacobs
Carrie Morrison
Marlene Ott
Steve Jacobs
Linda Yurche
Jenny Cropper Rines
Patty Seidl

Cheryl opened the meeting and requested an approval of the minutes from our last meeting held on March 16, 2023. Marlene made a motion to approve the minutes and it was seconded by Linda Yurche; all in favor.

Old Business

Electronic Signage

Still a misunderstanding with what we're proposing. Thought is if we update one sign we have to change all the others; this is not the case. All we are proposing is retrofitting the existing sign at Northgate for \$20,000. Should we wait for the new Board and try again? Gary at Phillips Signs has been hanging in there with us and still wants to do the work. The lighting and letters will be the same but we have not been able to communicate this clearly.

Jenny suggested we either straighten out the facts or let the slate clear itself and wait for the new Board.

Steve shared it might be difficult to get this through with the current Board. Steve suggested that if you happen to know a Board member to reach out to the candidates to get better intel.

The Communications Committee All agreed to wait for the new Board to approve Electronic Signage.

Vote Sign Contest

Jenny received two entries, one from a child and one from an adult, we could choose two winners, The signs are two sided so we could do one of each.

Cheryl did share we are not getting enough publicity and was assured by Josh that in the following email blast the Communications Committee would be moved up to the top.

Marlene expressed concern about the neglect of communication for the **Beach Toys Drive** and Cheryl also shared to her knowledge that Electronic Signage was not mentioned at Board Meeting.

Jenny reassured the team that we are doing our best and if people want to get involved they will.

Cheryl asked Steve should she prepare a charging document for the Vote Contest and Steve agreed to talk to Josh and John Viola about it. Jenny suggested we put a sign in front of Farmers Market, Administration Building.

Jenny's bulletin for the paper to Cindy Hoffman is as follows:

(March 23, 2023) The Ocean Pines Communications Committee will host a design a "vote" sign contest to help spread the word for the 2023 Ocean Pines Board of Directors election.

Homeowners and residents are asked to design an 18 x 24-inch lawn sign. The contest is open to all age groups.

The winning sign(s) will be announced by the Communications Committee on June 2. The winner(s) will receive a \$100 Yacht Club gift card.

Winning signs will be displayed around the community as part of the voter turnout effort.

"We hope our homeowners and residents will show off their artistic talents and send us their best work!" Committee Chairperson Cheryl Jacobs said. "The committee feels strongly about increasing voter turnout in Ocean Pines, and we believe this is a fun and hopefully effective way to help spread the word for the upcoming Board election."

Sign submissions may be sent to Jenny Cropper-Rines at jcrines@gmail.com. All submissions must be received by May 15. Submissions must be in either jpg, png, or pdf formats.

Annual Meeting

Question remains about virtual attendance for quorum

Steve said it is his intention to bring back to the Board during the May meeting Bi-laws Committee recommendations. Participation could be that only half of 8400 lots in Ocean Pines are full time residents.

Drone Video

No further update per Marlene. Marlene agreed to update committee by email.

New Business

Census

Ocean Pines had an increase of 5.9%, we're growing. Ocean Pines is a very desirable community and we've got to figure out a way to engage new folks.

Cheryl thanked Ocean Pines Day Committee for their participation to be held April 20, 2024.

And once again how do we get word out? Repetition!

Linda suggested we share messages with the media and friends. Use your personal social media to amplify messages.

Carrie suggested if there are other Associations such as Homeowners, Bayside or Realtors Associations, we could possibly share information.

Carrie agreed to follow-up and report at next meeting.

Next Meeting May 18th @ 10AM, Virtual

Respectfully

Patty Seidl