

# Minutes from Communications Advisory Committee Virtual Meeting

September 15, 2022

## **In Attendance:**

Cheryl Jacobs  
Marlene Ott  
Jenny Cropper-Rines  
Josh Davis  
Patty Seidl  
Julie Malinowski  
Jack Chavez/media

Cheryl asked for a motion to approve the minutes from the last meeting on August 18, 2022; Jenny made the motion and it was seconded by Patty; all were in favor; motion passed.

## **Old Business**

Cheryl opened the discussion related to the ‘Get Out and Vote’ signs in support of the 2022 Board of Directors elections. The group discussion included considerations for the 2023 signs to include, quantity of the signs, general placement, size, design and cost. Some of the constructive comments were: insufficient number of signs, physically did not draw attention, and color/design. Jenny suggested we could create more voter interest and visibility with the possibility of a new design by local school students in the form of a ‘contest’ or design by committee. Also mentioned was the change to a non-year specific sign to allow for annual reuse.

A new design is still under consideration and a request for the cost of a total of 35 new signs was discussed, including a larger sign to be determined.

Josh suggested we should be ready in April or May so they can go out when the ballots are sent out in July, 2023.

## **Electronic Signage**

Jenny and Cheryl met with Gary and shared that the cost of the Electronic signs is reasonable due to retrofitting and being single sided. Cheryl will prepare a charging document and send it to Steve to give to the Board for consideration and approval. It was suggested that the second sign could be at the Administration Building, retro fitting the existing sign. The proposed sign will cost an estimated \$21,000.

## **Drone Imagery**

Ricky Kerrigan is almost finished the Drone project. He is recording it in segments and Josh will be assembling the final product.

## **New Business**

A discussion began regarding a ‘Meet and Greet’ package to showcase Ocean Pines, its amenities, associated Clubs. Julie is actively working on improving our current Welcome Package for new property owners and Cheryl suggested placing an ad in the local newspapers to showcase Ocean Pines as well. The Committee agreed that the newspaper is a great means to communicate with all.

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Marlene shared that not all multiple property owners received paper ballots for each property. Cheryl will advise the Board and the Elections Committee of this non-delivered ballot issue for next year's election.

Marlene made a motion to end the meeting, Jenny seconded the motion.  
Meeting adjourned 10:58am.

Next Meeting is October 20th @ 10am, virtual.

Respectfully submitted

Patty Seidl