

Minutes from Ocean Pines Communications Virtual Meeting January 18, 2024

In Attendance:

Linda Yurche, Marlene Ott, Patty Seidl

Marlene made a motion to accept the minutes from our last meeting held on November 16, 2023 and it was seconded by Patty; all in favor.

Technical Difficulties

The Communications Committee experienced technical difficulties with Teams during today's virtual meeting. Linda was not able to hear Marlene or Patty, but they could hear her. Linda stated that she would have the issue corrected for the next meeting.

Old Business

Cindy Hoffman of the *Bayside Gazette* interviewed Linda this week and asked for the Communications Committee's priorities. Linda shared the following: strongly support the Ocean Pines Season Kickoff & Expo event, support the roll-out of the new electronic signs, and use the VOTE contest signs and other tools to continue to encourage resident participation in the annual board election.

The OP Communications Committee currently has two openings because Debbie Bennington had to resign for family reasons. We're looking for two new members so if you know anyone that may be interested, please encourage them to apply.

While visiting social media sites, if appropriate, amplify any Ocean Pines news or events, to ensure maximum communication.

The Communications Committee confirmed we will continue meeting via Teams on the Third Thursday of every month at 10am.

Our latest update is that the first Electronic Sign is scheduled to be installed by the end of January. Our board liaison, Elaine Brady, has made this a priority.

There are many exhibitors interested in the Ocean Pines Season Kickoff & Expo event to be held Saturday, April 20th. The event's board liaison, Monica Rakowski, will bring up the event at this Saturday's board meeting for final approval and Linda anticipates that they will get the go-ahead.

At our next meeting we will discuss ways to promote attractions coming to the event, i.e., Pine Tones, DJ, Golf Putting Lessons, Cornhole, etc.

New Business

Before she left the committee last term, Jenny Cropper Raines had recommended to report positive events/happenings in the community, “*Attitude of Gratitude*” initiative. Residents could send an email to info@OceanPines.org highlighting something positive they’ve observed in Ocean Pines, and OPA could promote these stories. The Committee agreed to look into the feasibility of this idea.

The Committee agreed to reuse the Vote signs, associated with the OP Board election process, again this year.

For 2025, the committee will investigate submitting a proposal that OPA install a seasonal Ice Skating Rink in Ocean Pines. It would be fun, and possibly a good money maker, perhaps at the Yacht Club or in one of the parks.

Marlene mentioned that she and another real estate agent with a knowledge of OP history will be presenting a seminar on the **History of Ocean Pines** to fellow Realtors in September. If there was an event like that open to the public, we could promote it at our OP expo in April.

Patty made a motion to adjourn the meeting and Linda seconded.

Respectfully submitted,
Patty Seidl