

Strategic Planning Committee Meeting Minutes
June 27, 2024

In Attendance; Rob Keesling, Chair; John Lynch; Gary Miller; Fred Stiehl
Director Elaine Brady sat in for Stuart Lakernick who was out of the country

Meeting called to order: at 9:05 am by chair Rob Keeling.

Approval of Minutes: Minutes from the May meeting were approved

Old Business: Rob stated that the survey taken during the Ocean Pines Season Kickoff had a good response.

New Business: Discussion regarding the new survey.

*This survey was developed last year, but for various reasons, was not distributed.

*The committee reviewed some of the wording in the survey and decided to change the opening from “quarterly survey” to “This survey”.

*It was also agreed on to add a question under section 11 asking if there is interest in OP having a charging station for electric cars.

*When is the best time to launch the new survey?

The OP quarterly newsletter has already gone out, so do we wait until the next newsletter which goes out in October or just use the weekly newsletter to promote the survey?

Several members suggested that summertime is pretty busy for most residence and questioned whether waiting till October, when things settle down, wouldn't get a better response.

It was agreed that waiting till October would be the better option.

The survey will be launched on Survey Monkey in the October quarterly newsletter and will be available until November 1st.

The committee must have the survey information delivered to OP marketing by September 15th

*The committee will keep track of responses weekly and make adjustments to promoting it as needed.

Posting reminders to take the survey will be put in the OP weekly newsletter and on the OP website.

A QR code as well as a web link to the survey will be available for residents to access the survey

*What should be the target response from the survey?

The last survey had 1,800 responses with a goal of only 1,000

It was decided to keep the goal at 1,000 responses and hope to get a similar number to last time.

*The committee will request that OP Marketing use bold lettering and colors in the promotional material to draw attention to the survey information.

Meeting closed: at 9:40 am.

Next Meeting: July 25 @ 9am in Admin Building conference room

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