

COMMUNICATIONS ADVISORY COMMITTEE ANNUAL REPORT 2024

Name	Date appointed	Term
Linda Yurche, Chair	11/19/22	1st (chair as of Jan. 2024)
Connie Corbett	02/17/24	1st
Cindy Hoffman	02/17/24	1st
Carrie Morrison	07/27/21	2nd
Marlene Ott	03/20/21	2nd
Diana Snyder	07/06/19	3rd

[Currently there is one vacancy on the committee.]

SUMMARY OF MAJOR ACTIVITIES DURING REPORTING PERIOD

1. ELECTRONIC SIGNAGE

- Provided input and shared community feedback in support of replacing dated, labor-intensive community message signs with electronic signs.
- The first sign was installed in spring 2024, and 4 additional signs are slated to be installed within the current fiscal year, with continued support from the committee.

2. SEASON KICKOFF

- Helped create, produce and promote the inaugural Ocean Pines Season Kickoff event, held April 20, 2024, in White Horse Park. Designed to promote Ocean Pines amenities, social groups and clubs, and local businesses, the event drew nearly 1000 attendees, generated a net positive bottom line, and was widely praised within the community.
- Developed and implemented an aggressive social media and advertising campaign in support of the event.
- The board has approved the return of the event for 2025, with a tentative date of April 26.
- The ad hoc work group charged with producing the event will be a subcommittee of and will be supported by the Communications Advisory Committee, in coordination with the OP Recreation & Parks department.

3. SUPPORT FOR AND COORDINATION WITH OTHER ADVISORY COMMITTEES

- Provided promotional support for the Election Committee and board election process, including social media boosts and re-installing the signs created after a 2023 community-wide contest. The committee has been asked by the Elections committee to get involved earlier to provide communications support throughout the candidate recruitment and vote-promotion process.
- Provided advice and promotional support for the Strategic Planning Committee's 2024 community survey.

- Enlisted all advisory committees to participate in the Season Kickoff event so they could promote their work and invite more community members to get involved.

4. ADDITIONAL ACTIVITIES

- Worked with local media (print, podcast, social media) to promote committee work and Ocean Pines events and activities.
- Used social media and community relationships to amplify Ocean Pines messaging about events, activities, board meetings and election, policy changes (new trash contract, etc.).
- Recruited and welcomed two new committee members.
- Transitioned from outgoing committee chair Cheryl Jacobs to new chair Linda Yurche and recruited Cindy Hoffman as new committee secretary after Patty Seidl left the committee.

PROBLEMS ENCOUNTERED AND ASSISTANCE REQUIRED

1. Finding meeting times that work for the full committee (which includes a mix of members still working full-time or part-time and retirees). At this point, the committee is continuing to meet via Teams on the third Thursday of each month (except August and December) at 10 AM.
2. Technical issues with Teams are a recurring challenge (members can't sign in to a scheduled meeting, audio doesn't always work, etc.). OPA staff have been assisting the committee in trying to solve these problems.
3. To better support the organization's communications initiatives, the committee would like to gain greater insight into the plans and priorities of the OPA professional staff. An annual briefing for the committee on what's upcoming could provide an opportunity for us to better support and amplify those efforts.

REQUEST FOR ITEMS TO BE CONSIDERED FOR INCLUSION IN THE NEXT OPA BUDGET

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| 1. Funding for the 2025 Season Kickoff event
(to be offset again by sponsorship and exhibitor fees) | \$ 6,000 |
| 2. A new sign contest or other promotion to support 2025 Board elections: | \$ 1,500 |
| 3. Replacement of dated Ocean Pines directional and venue signage | TBA |

RECOMMENDATIONS FOR BOARD ACTION

1. Create more opportunities for community input through town hall meetings, etc.
2. Support the replacement of dated Ocean Pines directional and venue signage with a professionally designed, standardized look consistent with the community's brand identity.
3. Convene the council of advisory committee chairs more than once a year to facilitate greater coordination and mutual support.