

## **Minutes from Ocean Pines Communications Virtual Meeting Sept 19, 2024**

### **In Attendance:**

Linda Yurche

Cindy Hoffman

Connie Corbett

Marlene Ott

Carol Morrison

Rob Keesling (guest)

Linda called the meeting to order at 10:19 am. Marlene made a motion to accept the minutes from the last meeting and it was seconded by Connie; all in favor.

Minutes from the July meeting were approved. Motion made by Marlene and seconded by Connie.

### **Chair's Report**

- Linda presented charging documents for more coordination between the committees and the staff.
- Start brainstorming ways we can support the Elections Committee.
- Encouraged members to attend the board meeting. Linda will be there to talk about the season kick off event.
- Committee will continue to meet the third Thursday at 10 am.
- Committee membership:
  - Marlene has submitted an application to renew her membership
  - Patti is interested in other committees and has resigned from the committee.
  - One opening on the committee. Encouraged outreach to recruit another member for the committee to get a fully staffed committee.

### **Old Business**

Strategic Planning committee survey of residents.

- Rob talked about the committee plans. Charge is to assist the board and management on planning efforts. He has been a part of the committee for four years. The way we can communicate and assist is by hearing from the people.
- Survey will go live October 1 for at least two weeks.
- Communications support and suggestions:
  - Linda created a Facebook page for the strategic planning committee. We can do a lot of push on social with a link and the QR code.
  - Rob interview Ocean Pines Podcast.
  - Table at the farmers market with the QR code to encourage people to fill out the survey right there.
  - Interviews with local papers.
  - An incentive such as a gift certificate to a OP food and beverage facility to encourage participation (this was nixed because the survey is anonymous).

General suggestion for a role communications can play: A playbook for committees on promotional options for events and other activities. Linda said we need to wait until we get clear on how coordination will occur in the future with staff.

Charging documents on staff engagement with committees and annual executive committee meeting:

- Linda would like to see more coordination between staff and board. Gary Miller prepared the charging documents.
- Committee discussed pros and cons of the two charging documents
- Motion by Marlene: we table the charging document to be reviewed in the future. Linda seconded and all were in favor.

### **New Business**

Elections Advisory Committee: recruitment for new candidates happens in the Spring. A member of the EAC will probably attend a meeting in the future to consider ways to support candidate recruitment and vote.

Annual Report: Linda will ask for input from members.

Naming the lakes and ponds: Marlene suggested and is working on ways to create a contest for this.

Motion to adjourn by Marlene, seconded by Cindy

Meeting adjourned 11:14 am.

Respectfully Submitted,  
Cindy Hoffman