

Strategic Planning Committee Meeting Minutes

July 25, 2024

In attendance: Rob Keesling, Chair, Wes Blakeslee, John Lynch, Gary Miller, Fred Stiehl, Helen Johnson, Jerry Murphy, Stuart Lakernick, Board Liaison, Linda Yurche, Guest, Chair, Communications Advisory Committee

Meeting called to order: 9:05 am by chair Rob Keesling

Approval of Minutes: Minutes from June meeting approved.

Old business: None

New Business: Discussion regarding new survey implementation

Communications committee Chair, Linda Yurche was invited to share strategies and make recommendations to assist in most efficient way to distribute and reach as many homeowners as possible. After discussion, the following suggestions were made:

1. Make use of social media platforms. Specifically, use facebook as a means for distribution and assign someone to monitor the site for appropriateness. Gary Miller, member, volunteered to do this and will be an admin on the site. Linda Yurche can provide guidance.
2. Prepare a press release to announce the upcoming survey. Press release should mention success of our last survey and the resultant identified strategic goals and intention of this survey to build on these goals and elicit community members input as these are refined. SPAC Chair will prepare.
3. Send out weekly email blasts in OP Newsletter. Will request OP PR/Marketing to assist.
4. Consider a podcast to provide background and remind residents that their input is necessary to help identify future priorities.
5. Use signage to announce the survey.
6. Utilize QR codes for quick survey access.

Meeting adjourned: 10:15 am

Next meeting: August 22, 2024 in Admin Conference Room/Teams