

# **Ocean Pines Strategic Planning Committee Meeting**

Minutes of August 22, 2024

Members Present: Robert Keesling, Wesley Blakslee, Helen Johnson, John Lynch, Gary Miller, Jerry Murphy and Fred Stiehl. Stuart Lakernick, Board Liaison. Also in attendance, Linda Yurche, Chair, OP Communications Advisory Committee.

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

Minutes of July meeting approved. The discussion at the meeting centered on the community wide survey. The plan is to have the official roll out to the community on October 1, 2024. The OP Board of Directors will have a meeting on September 28 and presumably approve the distribution of the survey.

Linda Yurche prepared, and Rob distributed to the Committee a Survey Marketing Plan. (See the plan). Linda ran through her plan with us. This was the main discussion at the meeting. There are two main action items of the plan: 1) prepare a press release (in cooperation with Josh Davis – Rob has already requested his assistance) and work with OPA staff on ways to promote the survey. This latter will require the cooperation of John Viola. In addition, we need to push this information onto all OPA pages (official and community run). Suggestions include the Bayside Gazette and Joe Reynolds. Rob should speak at the September and October Board meetings and bring the QR Code to the October meeting. The Board and others need to hear our message repeatedly to act. 2) Linda has created a Facebook Page, which the Communications Committee can help to get the page rolling. Gary agreed to be our Administrator of the Page. The page should include frequent reminders of the deadline to reply. We should also thank the number of people who have responded to date. Rob will attend the September 19<sup>th</sup> Communications Committee meeting to discuss our plans. In addition, Rob agreed to work

with the staff to make sure the marquees in Ocean Pines announce the survey.

Josh has yet to load the survey on Survey Monkey. Stuart to check with John Viola to allow us to stay in touch with Josh on our effort. Rob will be our point of contact with Josh.

Once the results are in, Survey Monkey will provide analysis and some basic statistics. It was noted that the last time this Committee did a similar survey, we conducted a “Town Hall” to present the findings. The consensus was that this was a good idea, and we’ll explore repeating this.

Our next meeting will take place on September 26th.

The meeting adjourned at 9:45am.

Fred Stiehl

[As an aside, note the September 5, 2024 issue of the Bayside Gazette, page 8 article that notes a similar effort by the Town of Berlin, including a QR code for community input.]