

Communications Committee Report

- Newsletter update:
 - Q3 Newsletter was developed and finalized on September 11th
 - Distribution is slated for the week of September 18th
 - Topics include election results, lake news, road updates, activity highlights, volunteer requests, and more
 - A new survey is with the Board for review; was not approved for inclusion in this quarter's newsletter
 - Board to discuss positioning on the question titled, "What types of changes would you like to see made?" and determine what sample responses are approved for inclusion
- Other Communication Efforts:
 - Survey Development
 - The communications committee developed a survey to gauge feedback from landowners about the types of things they are interested in, what's most important and what they might like to see change.
 - The survey includes topics that have previously garnered significant engagement and attention on Facebook and is intended to capture this feedback in a more appropriate channel.
 - When approved, we plan to promote the survey through a variety of channels including email, Facebook and potentially a newsletter if timing permits
 - After having the survey in market for some time (exact duration TBD), we will share the results with the Board and Committee members for awareness and in case there are items that the collective group might deem appropriate to address.
 - Promoting events and activities remain a priority
 - An event calendar was created to promote activities being held from April through September; this was distributed via email and posted on the community website
 - The calendar was promoted monthly via Facebook and is pinned at the top of the page; and individual events were promoted in conjunction with their correlating timing
 - We will work closely with the program committee to promote all upcoming fall and winter events/activities