

**CHARTER
COMPREHENSIVE MASTER PLAN ADVISORY COMMITTEE
MARKETING SUB-COMMITTEE
HOT SPRINGS VILLAGE PROPERTY OWNERS ASSOCIATION**

I. AUTHORITY

Article XII, Section 4. I of the By-Laws of the Hot Springs Village Property Owners' Association grants authority to committees to establish sub-committees as appropriate, provided the purpose of the sub-committee is within the scope of the chartered purpose of the committee.

II. PURPOSE

A. The Marketing sub-committee is advisory in nature, reporting to and contributing to the Comprehensive Master Plan Advisory Committee's overall objectives. The sub-committee will support staff in protecting the Hot Springs Village brand and image, contribute to the organizations internal and external marketing and communication programs, contribute to enhancing the reputation and recognition of the community, make recommendations regarding the identification of measures of success, support staff in the establishment of appropriate marketing goals. Support the Hot Springs Village Enterprise Goals and assist in bringing HSV's mission and vision to life in the community.

III. ORGANIZATION AND APPOINTMENT

The Chair of the Comprehensive Master Plan Advisory Committee (CMPAC) shall appoint a member of the CMPAC to serve as the chairperson of the marketing sub-committee. The Chief Member Experience Officer as well as Director of Sales and Marketing will serve as staff liaisons to the marketing sub-committee.

- A. The sub-committee shall consist of up to 6 property owners (in good standing), in addition to the CMPAC appointed liaison who will serve as Chair.
- B. Desired professional skills of sub-committee members include Marketing, Communication, Public Relations, Advertising and Graphic Design.
- C. Sub-committee members shall be genuinely interested in marketing, branding and community development. They will be committed to supporting the organization in achieving adopted Enterprise Goals;
- D. Sub-committee members shall have a broad understanding of marketing, branding, messaging, communication, social media, digital platforms, web design, and print advertising.
- E. The Board Liaison, Staff Liaison, CMPAC Chairperson and CMPAC liaison to the sub-committee will interview applicants for the marketing sub-committee making recommendations of 6 applicants to the CMPAC for a vote of appointment.
- F. Sub-committee members may serve two (2) consecutive three-year terms, or a total of 6 consecutive years.
- G. A Vice-chairperson shall be elected each year by members of the sub-committee. The vice-chairperson shall perform the duties of the chairperson in his/her absence.
- H. A secretary shall be elected annually to record minutes of all meetings.

IV. DUTIES AND RESPONSIBILITIES

The Marketing sub-committee of the Comprehensive Master Plan Advisory Committee will:

- A. Review and make recommendations to the CMPAC on revisions to Section 3, Element 4, Marketing and Communications of the Comprehensive Master Plan (CMP). Support staff in the implementation of the recommendations found in the CMP Section 3 Element 4 and any staff accepted recommendations made by the CMPAC.
- B. Be knowledgeable about past HSV marketing programs and their outcomes.
- C. Be familiar with current HSV marketing programs.
- D. Make recommendations on concepts, plans, strategies, programs and activities that support, facilitate, and otherwise guide the marketing and public relations efforts.
- E. Provide input on the adopted marketing plan for Hot Springs Village and recommend periodic revisions.
- F. By June each year, provide to the appointed staff liaisons and CMPAC Chairperson an annual review and assessment of the effectiveness of the advertising efforts and expenditures to inform the budgeting process.
- G. Serve as a creative resource group to all stakeholders for ideas pertaining to public relations, marketing, advertising and sales.
- H. Engage in regular communication and consultation with the CMPAC on matters of mutual interest and concern.
- I. Support staff in conducting research and recommend opportunities for continuing education on current marketing trends as they relate to master planned private communities, retirement of current and future generations, tourism and relocation.
- J. Be mindful of current resident expectations and potential new resident expectations.
- K. Conduct an annual self-evaluation of the performance of the sub-committee, and the effectiveness and compliance with this charter;
- L. Be well versed in and understand the CMP's objectives, strategies and intended outcomes;

V. LIMITATIONS

- A. The sub-committee shall work through the CMPAC to request information from staff or other committees. The sub-committee shall not issue orders to any POA employee, nor will any member have the authority to discipline employees.
- B. The sub-committee is not authorized to commit funds of the POA.
- C. No sub-committee member shall engage in any activity that would constitute a conflict of interest with the duties and responsibilities of the sub-committee.
- D. Sub-committee members are prohibited from accepting any form of gratuity, any form of remuneration from suppliers, contractors, realtors, property owners, developers or any person doing business, attempting to do business, or in conflict or competition with the POA.
- E. The sub-committee shall not seek policy or rules changes with governmental agencies or outside stakeholders. Such recommendations shall be made to the CEO through the CMPAC Chairperson for further consideration and action.
- F. Sub-committee members are not authorized to submit minutes or unofficial reports to anyone other than the CMPAC Chairperson.

VI. MEETINGS

The sub-committee will meet monthly, or as required, to keep track of issues, progress and on-going support and communication to its stakeholders.

The Chairperson sets the agenda and facilitates meetings.

The sub-committee Secretary shall keep minutes in accordance with POA procedures and submit those minutes to the Chairperson of the CMPAC for inclusion with the monthly minutes of that committee.

In accordance with Chapter 1 Article 26 Item C., of the Hot Springs Village Policies, sub-committees or individual members of committees may conduct business at times that are not announced to the public, providing that all work done by the sub-committees or individual members is reported to the full committee in a public meeting.

Board approval: 06-19-19