

Hot Springs Village
Property Owners' Association
April 20th, 2020; 2:00 p.m.
Special Meeting Called:
Chair Diana Podawiltz Presiding

Item 6: Marketing Committee

Action: To Approve and Adopt

Motion: I move to approve and adopt the Marketing Committee and Charter as presented on this day of April 20th,2020.

Foundation:

It is the opinion and consensus of the majority of our property owners, stakeholders, and this governing body, that a Marketing Committee reporting directly and unfiltered to the Board of Directors is one of the most crucial necessities for the future growth and prosperity of Hot Springs Village.

Charter Attached

**CHARTER
MARKETING COMMITTEE
HOT SPRINGS VILLAGE PROPERTY OWNERS ASSOCIATION**

AUTHORITY

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

PURPOSE

The Marketing committee is advisory in nature, reporting to and contributing to the Hot Springs Village Board of Directors overall objectives. The committee will support the Board of Directors in establishing and 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 Objectives and assist in bringing HSV's mission and vision to life in the community. Such support will take the form of recommendations to the Board of Directors for their action.

ORGANIZATION AND APPOINTMENT The Hot Springs Village Board of Directors shall appoint the members of the Marketing Committee. The Director of Sales and Marketing ^{will} serve as staff ~~liaison~~ ^{member} to the Marketing Committee.

- A. The Committee shall consist of up to 9 property owners (in good standing). The Committee, in its first meeting, shall select a chairperson, vice chairperson and secretary by plurality vote of the Committee.
- B. Desired professional skills of Committee members include Marketing, Communication, Public Relations, Advertising and Graphic Design.
- C. Committee members shall be genuinely interested in marketing, branding and community development. They will be committed to supporting the organization.
- D. 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~~ ^{member} and a second board member will interview applicants for the marketing ~~sub~~ committee making recommendations of up to 9 applicants to the Board of Directors for a vote of appointment. In subsequent years, the current chairperson shall participate in the selection process.
- F. 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.

DUTIES AND RESPONSIBILITIES

The Marketing Committee will:

- A. Review and make recommendations to the Board of Directors on improvements and best practices for the marketing of Hot Springs Village to the key market areas and the promotion of the amenities of Hot Springs Village primarily to Village residents and secondarily as a site of events and programs to include the surrounding community
- B. Be knowledgeable about past HSV marketing programs and their outcomes. The Committee may rely on past research and findings of previous Committees.
- C. Be familiar with current HSV marketing programs. The Committee must review and make a recommendation to the Board on the approval of any marketing plan and make recommendations from time to time on steps to take to revise plans according to market conditions.

- D. Make recommendations on concepts, plans, strategies, programs and activities that support, facilitate, and otherwise guide the marketing and public relations efforts.
- E. By June each year, provide to Board of Directors an annual review and assessment of the effectiveness of the advertising efforts and expenditures to inform the budgeting process. Such review and assessment to be provided in a public meeting of the Board of Directors.
- F. Serve as a creative resource group to all stakeholders for ideas pertaining to public relations, marketing, advertising and sales.
- G. Review research provided by staff and recommend opportunities for addressing current marketing trends as they relate to master planned private communities, retirement of current and future generations, tourism and relocation. Such formal recommendations to be made to the Board of Directors.
- H. Be mindful of current resident expectations and potential new resident expectations.
- I. Conduct an annual self-evaluation of the performance of the Committee, and the effectiveness and compliance with this charter;

LIMITATIONS

- A. The Committee shall make recommendations to the Board of Directors but may request information from staff or other committees with the expectation that such information shall be provided in a timely fashion. The Committee shall not issue orders to any POA employee nor have the authority to discipline employees.
- B. The Committee is not authorized to commit funds of the POA.
- C. No Committee member shall engage in any activity that would constitute a conflict of interest with the duties and responsibilities of the sub-committee.
- D. 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 Committee shall not seek policy or rules changes with governmental agencies or outside stakeholders. Such recommendations shall be made to the Board of Directors.

MEETINGS

- A. The Committee will meet monthly, or as required, to keep track of issues, progress and on-going support and communication to its stakeholders.
- B. The Chairperson sets the agenda and facilitates meetings.
- C. The Committee Secretary shall keep minutes in accordance with POA procedures and submit those minutes to the Corporate Secretary for inclusion with the monthly Board of Directors packet.
- D. In accordance with Chapter 1 Article 26 Item C., of the Hot Springs Village Policies, subcommittees or individual members of committees may conduct business at times that are not announced to the public, providing that all work done by the Committees or individual members is reported to the full Committee in a public meeting.

QUALIFICATIONS

- A. Significant leadership experience in marketing agencies or internally run marketing teams.
- B. Strong technology background and experience in modern market skills
- C. Comfortable working with social media, SEO, paid search, consumer databases and other forms of online advertising with the proven ability to develop campaigns for each and/or must be knowledgeable and comfortable with traditional marketing and advertising.

Board approval: