



Memo

To: Board of Directors
From: Pam Avila, Board Director
Date: May 19, 2021
Re: Motion – Approve to Transition Marketing Committee to Ad-Hoc Committee

Motion

I move to approve the transition of the current standing Marketing Committee to an Ad-hoc Committee.

Background

The Board of Directors adopted the Marketing Committee as a new Standing Board Committee and approved its Charter on August 19, 2020. Prior to that date, the Marketing Committee was structured as a sub-committee of the Finance and Planning Committee. At the onset of the Committee's appointment, the HSVPOA had no organized Marketing division, and a directive was given to formalize the POA's marketing efforts.

During the tenure of the Marketing Committee, a Marketing Manager was hired, a new Marketing Agency is under contract, the POA website has been restructured and launched under a new platform, and all marketing metrics (lead generation, web site traffic, property values, home sales, etc.) are being tracked and showing substantial improvements. The Marketing Department has implemented an external marketing campaign that is more focused and leans more heavily on digital rather than print media. This strategy has enabled them to use budgeted marketing dollars more effectively.

The Marketing Committee has been instrumental in providing structure and setting the groundwork for a successful marketing campaign, but at this time our staff and Marketing Agency have all the necessary tools to continue the work they laid out.

At the end of the current term, our Marketing Committee will have 3 remaining members. Paul Day, Marketing Committee Chair, Pam Avila, Board Liaison and Stephanie Heffer, Staff Liaison met on April 26, 2021 to discuss options for moving forward. Based on this conversation, all agreed that it is detrimental to the committee structure overall to have a situation where volunteers cannot be kept engaged or busy. It is time to move the Marketing Committee from Standing to Ad-hoc and call upon the talents of our remaining 3 members and solicit input from the community on an as needed basis.

We recommend creating a dedicated email address (i.e. marketing@hsvpoa.org) for marketing suggestions from our community that will be vetted by staff and at times taken to the ad-hoc group for their input and possible assistance.

We thank the volunteers who have dedicated their time and talent to improving Hot Springs Village Marketing efforts, and we want to continue working together as new ideas and trends for promoting Hot Springs Village arise.