

MEMBER ENGAGEMENT COMMITTEE

AGENDA 8/23/18 15:00 → 17:00

CALL TO ORDER / CALL FOR QUORUM 15:00

MINUTES 15:01 – 15:10

1. <A> Assign minutes owner for this meeting.
2. <D/A> Review / Approve July 26, 2018 MEC meeting minutes

<D> Marketing Team Introduction 15:10 – 15:20

Overview of team and responsibilities

What vehicles do other teams use to communicate with members, what does/doesn't work (<A> List)

<D> GOVDOC ROLLOUT PLANNING WORKING SESSION - MEC & Marketing 15:20 – 16:00

Upcoming GovDoc Vote – Blue Sky/Brainstorm how to garner 50%+1 voter response

Any marketing plan in the works for GovDoc Vote

Create a plan of attack with stages. Dates to be determined after GovDoc team gets a release date

Schedule follow up working session, define participants 16:00 – 16:05

<D/A> GUIDING PRINCIPALS FOR OUTBOUND MEMBER FACING COMMUNICATIONS (carry over) 16:05 – 16:20

1. MEC owner generate a draft; when appropriate include input from other Committees/TaskForce/TDStaff if they are tied to the article
2. Submit to team for review with turnaround time frame. Team process, create edits and return.
3. If involving another Committee/TaskForce pass draft to that Chair for inputs, CC team. Process those inputs.
4. Pass to MEC Chair who passes to team, Marketing and GM for any inputs.
5. Owner process any inputs from Marketing and GM
6. Pass to team (final inputs) and Chair (final approval/release)
7. Chair submit to Board for approval, cc Marketing and GM
8. Publish

<D> TURNAROUND – RESPONSE TO OUR TEAMS INTERNAL REQUEST FOR INPUT 16:20 – 16:25

For comments on documents other committees have been using 2 working days. I recommend leave it up to whomever on the team is sending out the request to determine turnaround response time.

DELIVERABLES/TIMELINES 16:25 – 16:35

<D> Each lead or pair of leads establish a set of goals (tactical and/or strategic as appropriate), deliverables and timelines for review and comment by our team. **This can be simple or complex; not intended to be labor intensive.** Then share for review with our team & Chair of the other respective Committees/Task Forces, GM and Liaisons as appropriate. As this can be a living document, we should keep current version on DROPBOX.

<D> PRIORITIES & INTRIFACES – Status updates 16:35 – 16:50

1. Governance – Bob + Rich alternative
2. Risk (Fire, evacuation) – Rich + ?
3. STR {Motivation for owner/renter to enlist} - ? + ?
4. TD News – MEC introduction - Mary
5. Help Board articulate question of HOA vs Resort – Potential article? - Greg?
6. GPC {Downhill - status messaging}– Rich + Alternative
7. ASO/ASC – Greg {update Invite for running a town hall/presentation}
8. What vehicles do other teams use to communicate with members, what does/doesn't work, document - ?

NEW BUSINESS 16:50 – 16:59

<D> How do we measure our success? Easy on votes/polls – can count the responses. What about all other work?

ADJOURN MEETING 17:00