

Pine Mountain Club - Communications Committee

April 1, 2025 | Minutes

CALLED TO ORDER 6:00p

ROLL CALL

Members: Marcy Axness, Diane Martell

Board Liaison: Brad Hudson

Visitors: Sarah Fulkerson, Cliff Pennick

1. Prior month's meeting minutes: voted to approve March minutes

2. Board liaison report: SOPs passed through Governing Docs approval

3. Old business

3.1. Website updates: SF is migrating member docs (back) from Cinc to Northstar; DM notes importance for whomever is Comm Comm chair to be able to handily update website; SF currently making sure members can reset their own passwords, rather than going through Comm Coord, which all agreed is a security issue; DM learned that we are staying with Wix by reading it in the Monthly Condor, raising key questions about POA communication re: system changes, and how those are made; DM shared screen w/ cost figures for Wix, including often-overlooked "Opportunity costs" (still no cost figures on Northstar); notes that an "organic redirect" would very negatively impact our SEO standing; April 30 is the target date to drop Cinc

3.2. Committee Standard Operating Procedures (SOPs) and Recruitment Updates:

- **SOPs Update:** DM noted that addressing issues via Business Policies better suited for the POA than new SOPs and that the cumbersome committee application process could use streamlining; agreement that website links to committee chairs is best means of contact; DM noted that cost has been cited for not adopting an email convention such as "chair.comm.comm@pmcpoa"
- **Recruitment Updates:** DM put together a recruitment strategy / campaign to see how it navigates around the channels; learned it has to go thru Chairman Jennifer Emmett (JE) first, so that was a delay; there seem to be obstacles between departments: Michelle, Sarah and Patrice are three communication points; DM didn't feel it appropriate to post on community pages before being able to get it on the POA group (so it stalled); SF does not currently have ability to post on the POA FB group; extended discussion re: the cumbersome process for postings ("waiting for twelve levels of approval"); CP suggested this complication is intensified by the "unusual circumstance" of JE serving as board chair and acting GM; group discussed rerouting Facebook posting duties through the Communications Coordinator (rather than the Patrol Chief) to streamline communication and ensure consistent messaging; UPSHOT: DM will put the revised committee recruitment posting campaign (omitting Election Committee) through the process and "see how long it takes"

3.3. Elections Committee Support updates: Candidates have been announced, SF posted "Meet the Candidates" dates

4. New Business: Discussion of Biz Policy D3 (formerly C3) re: CCCs, which Gov Docs chair Bill Lewis (BL) wants revised to address issues of confidentiality, safety, urgency; BL has concerns about his email on this that Chair Diane Martell never received, since we need to post a rule change for 30 days prior to any action; CP raised numerous facts members need to know, and DM noted that Comm Comm's mandate is never to *create* content, but to effectively *communicate* content we're given

Next Meeting: May 6th, 2025

ADJOURNED 6:58p