R-Ranch POA Committee Report Form
(Please complete and submit 2 days prior to Board Quarterly Meetings.)

Date of Report: 10/21/23

Name of Committee: Marketing

Name of Committee Chair: Cathy Macay (247)

Name of Board Liaison: Emilie Simmons

Number of active Committee Members: 6-8

Dates of Committee Meetings held since the last report: 8/9, 9/25, 10/10, 10/20

Report: (Please include projects the committee is currently working on, and any projects completed since the last report. You may also include projects the committee is planning if desired.)

- The Marketing Committee has met twice (9/25, 10/20) with the Strategic Action Plan Committee to solidify and clarify the Marketing section of the R-Ranch Strategic Action Plan.
- We have another North State Parent Magazine (NSPM) ad for December. I'd like to request approval for wording on the ad that allows a buyer to mention NSPM20 or NSPM10 to receive either a 10% or 20% discount on their share purchase. Please note NSPM is also online (digital magazine, website + calendar, Instagram, and Facebook), which supports the Ranch's technology marketing goals of "*Maintaining and increasing presence on social media.*" Advertising with NSPM also supports the family demographic and aligns with our *'Short- and long-term marketing goal of appealing to a diverse audience with diverse interests and a regional focus."* For your reference: https://northstateparent.com/advertising/

Anything else you would like to tell the Board or request from the Board?

- While the team had agreed in the July meeting to ask for increased funding for the 2024 year, we recognize that there is a dismal budget forecast and want to express appreciation for any funding to support achievement of committee goals and objectives.
- A short- and long-term goal is making informed decisions using data (DDDM). Consistent, accurate, and reliable data collection will support this goal.
- Dismal budget aside, we cannot express enough the need for sales and marketing staff to be part of our team and take lead as implementers.