



MONTGOMERY VILLAGE FOUNDATION, INC.

10120 APPLE RIDGE ROAD
MONTGOMERY VILLAGE, MARYLAND 20886-1000

(301) 948-0110 FAX (301) 990-7071 www.montgomeryvillage.com

April 24, 2019

MEMORANDUM

TO: Communications Committee

FROM: Mike Conroy, Assistant Executive Vice President

SUBJECT: Communications Committee Meeting

The next meeting of the Communications Committee will be held at **7 p.m. on Thursday, May 2, 2019** at the MVF Office, 10210 Apple Ridge Road. You can enter the building using the front entrance, we will be in the Training Room.

Attached is an agenda and meeting packet for your review. Please let me know your attendance plans as soon as possible by calling 240-243-2331 or e-mailing mconroy@mvf.org.

MC
Enclosure



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**MVF COMMUNICATIONS COMMITTEE
Thursday, May 2, 2019
7 p.m.
Montgomery Village Foundation
10120 Apple Ridge Road, Training Room**

AGENDA

- I. Residents Time
- II. Call to Order
- III. Approval of Minutes for Feb. 6, 2019 (Attachment 1)
- IV. Elect Committee Chair
- V. Propose/discuss enhancements to MVF website
- VI. Adjourn

Minutes of Meeting

MVF Communications Committee

February 6, 2019

A regular meeting of the Montgomery Village Foundation Communications Committee was held at 7:00 p.m. on Wednesday, February 6, 2019 at the Montgomery Village Foundation Administration Facility, Montgomery Village, Maryland.

Members Present

Melanie O'Brien, Chairperson
Edna Miller
John Llewellyn
Christine Scott
Jeannie Pizzonia
Bryan Price

Members Absent

Jim Marsh, MVF Board Liaison

Others Present

Mike Conroy, MVF Assistant Executive Vice President
Mr. Umberto
Cynthia Bangali, Recording Secretary

1. Residents' Time

No residents were in attendance.

2. Call Meeting to Order

Ms. O'Brien, Chairperson, called the meeting to order at 7:05 p.m.

3. Approve Minutes of the August 6, 2018 Meeting

Ms. Pizzonia moved to accept the minutes of the August 6, 2018 meeting. The motion was seconded and passed.

4. Village News Website Update

Mr. Conroy provided an update to the committee on the Village News website. He shared content is being uploaded a couple of times a week and that new features had been added as well.

Some of the features mentioned were that the top three articles automatically prepopulate and that an end date can be set so that the article will go inactive. Mr. Conroy noted that the information is then archived so that it's accessible.

Mr. Conroy provided analytics to the committee. He noted that in January 2019, the website had 3,100 hits on just the news portion alone, which equates to about 800 a week. Ms. Pizzonia asked what kind of content is considered news. Mr. Conroy confirmed that news consists of the same content that is in the Village newspaper. He shared with the committee that unfortunately the "What's Your Story" interviews had not been very productive and that securing viable interviewees is an ongoing challenge.

a. Google Ad Performance –

Mr. Conroy shared that the Google Ad Performance is growing slowly and that about \$5 worth of revenue had been generated. He noted that they are still in the pilot stage and that it will be reassessed in the next 5 months.

b. Discuss email subscription feature to be added

Mr. Conroy discussed the email subscription component that they are currently exploring. He shared that they had recently met with web developers and will be receiving quotes for their service and welcomed suggestions from the committee. Mr. Llewellyn noted that the number of subscriptions is an important factor to consider in the selection process as well as the primary use of the account. Mr. Benitez shared that MVF currently has 8,000 vendors and over 3,000 residents that they send communications to.

Mr. Conroy indicated that they are interested in features such as the ability of the resident to indicate if they want to get information on a weekly, bi-weekly, or monthly basis. He further explained that they estimate a range of about 5,000 residents as their capacity. Mr. Llewellyn offered to email Mr. Conroy vendor suggestions. Mr. Conroy emphasized that he intends to have the email subscription feature roll out this year, perhaps by second quarter.

5. Social Media Update – see analytics from the package

Mr. Conroy shared with the committee that they are starting to promote their YouTube channel. He noted that it's where features such as "What's your Story" as well as the candidates' forum are held. Staff is currently working on getting enough subscribers to be able to get a live feed, which requires at least 100 subscribers.

Mr. Conroy reviewed the analytics on both Twitter and Facebook. He noted that resident engagement on Facebook has been the most consistent. Ms. O'Brien inquired as to if efforts were being made to promote the YouTube channel through Twitter and Facebook. Mr. Conroy noted that it is a goal that they are working toward and that a LinkedIn account has been established for the Village as well. Ms. Miller suggested having an activity with the seniors that would educate them about the YouTube channel. Ms. O'Brien offered that it might be a better fit as a Recreation course.

Ms. Pizzonia provided some examples of how she outreaches to seniors and noted that there is current discussion about having a Facebook page for the seniors. Mr. Benitez asked Ms. Miller which social media tool is more used by the seniors. Ms. Miller felt that Facebook is more widely used by seniors. Ms. Pizzonia added that the longevity of Facebook is why it is more appealing to seniors instead of Twitter or Snapchat.

6. Communications Outreach Effort Suggestions for Future Consideration

Mr. Conroy asked for suggestion for future consideration for communication outreach. Ms. Pizzonia suggested a Seniors in Action Facebook account. She noted that most seniors in the Village come to her page for information and that she currently has about 500 members. Ms. Pizzonia also shared that she does a lot of the current outreach and recruitment for events and takes photos at them as well.

7. Adjournment of Meeting

Mr. Llewellyn moved to adjourn the meeting at 8:09 p.m. The motion was seconded and passed unanimously.

There being no further business, the meeting was adjourned at 8:09 p.m. The reports, authorizations, and other documents presented at the meeting have been initialed for identification and attached hereto or filed in the offices of the Montgomery Village Foundation

Approved: _____
MVF Communications Committee Chairperson

_____/s/_____
Cynthia Bangali
Recording Secretary