

## **MARKETING COMMITTEE**

### **CHARTER**

Reviewed 2018

The Marketing Committee is established as a standing committee. The Committee will consist of at least 5 members. With Board approval, the Committee will select one of their members to serve as chairperson and all members must be approved by the Board.

A majority of the members will constitute a quorum and can act on any appropriate matter before the Committee.

Terms:       Members               1 year - 3/1 to 2/28  
                  Chairperson 2 years - 3/1 to 2/28

Duties:

Reports to the Board of Directors.

Publishes and conducts routine meetings open to homeowners.

Maintains minutes and distributes copies to the Board.

Develop a marketing and advertising plan making SunBird more visible to the Phoenix area as a place to reside or retire in.

Explore various aspects of getting SunBird on the map especially on the internet and other forms of communication such as newspapers, periodicals, tradeshow, and etc.

Organize and carryout the different marketing and advertising projects with board approval.

Make recommendations to the Board on different ideas to market and advertise SunBird.