

Since there has been a change in the leadership of the Community Outreach Committee and there are objectives that the Board of Directors would like for the Committee to take on, as the Board Liaison, I am calling for a meeting for January 14 at 7:00 PM at the Parkfairfax offices. We will meet upstairs in the Board Room.

I have included past members and newly interested residents who have expressed an interest in participation in achieving the social outreach objectives. Please pass this meeting time out to whoever else is interested in attending and providing input and experience.

Here is the agenda for the January 14 meeting:

- Selection of committee chair
 - Meet committee members and candidates, identify interests, skills, and experience
 - Establish direction and projects/tasks
- Social Media – Types, options, policies, content development
 - Facebook page and rules of engagement
 - Twitter
 - Pinterest
 - Other outlets?
- Website - thoughts and next steps
 - Needs updating using newer development techniques
 - Content and flow
 - Budget for new development
- Action items for discussion and assignment:
 - Budget timeframe and request
 - Development and operational expenses - Budget for 2015 under development NOW
- Real Estate Event –
 - Board is interested in hosting a Broker Day to promote Parkfairfax and our initiatives to protect and enhance property values.
- Newsletter updates and future(?)

There are many topics here, but we will focus on the first 4 bulleted items. The direction and guidance for the committee is a priority for this committee to prosper and produce meaningful achievements. The current and past members have done great work, but there are new media and expectations for communications that have developed of late. Parkfairfax must take advantage of these technologies and develop socially along with our residents.