

COMMUNICATIONS REPORT

The Communication Committee met on Wednesday, September 19, 2007. Attending members were:

Barbara Actor
Marge Bartsch
Dorothy Heyliger, Representing the Genescene

The committee met to discuss the possibility of putting 'For Sale by Owner' ads in the new Real Estate insert in the Genescene. The committee did not object to running the ads but felt that we would not actively pursue those ads. The feeling is that the realtors might not want to continue to run their ads if there was competition from people selling on their own. Barbara Actor asked Dorothy Heyliger to inform the editors of the Genescene that no negative feedback to the new insert had been received by the office.

Barbara informed the attending members that she had received a telephone call from Mt. Vernon County Club regarding running a membership ad in the Genescene. They were offering a special price discount to residents and wanted something different than the normal ads we run, in order to stand out. The Committee discussed if they could advertise in the classified section and have a different color background. The questions were what would be the extra charge for the color background. Dorothy said she would talk to her fellow editors and work out a price.

Barbara spoke with Carla Andrews regarding Mt. Vernon request and she said in the past the Genescene had run their ads free of charge under Outside Interests. The club is offering a special rate to the foundations and offers our residents something we can't; such as food, tennis lessons, etc. Many of our residents belong and many of our newer residents might be interested in joining. We feel that offering them a place to advertise is being a good neighbor and in the future the Foundation might need to approach them for a large meeting room.

A call was placed to Mt. Vernon informing them of our proposal and they were thrilled. A special offer to Genesee residents will be placed in the November issue of the Genescene, under Outside Interests.