

Georgetown Village Condominium

ADMINISTRATIVE RESOLUTION NO. 99-01

MARKETING COMMITTEE TERMS OF REFERENCE

WHEREAS, Article III, Section 2 of the Bylaws of the Condominium assigns to the Board of Directors the powers and duties of the Association enumerated in Section 11-109(d) of the Maryland Condominium Act; and

WHEREAS, Article III, Section 17 of the Bylaws grants the Board of Directors the authority to appoint committees as may be deemed appropriate in carrying out its purpose; and

WHEREAS, to better carry out such duties, the Board of Directors deems it necessary to establish a committee to advise and assist the Board with respect to standards and policies, establishing procedures for developing programs and materials to achieve the following goals:

- (a) To maintain and improve Georgetown Village Condominium's (GVC) marketability
- (b) To increase the benefits and the enhance services afforded to residents of GVC; and
- (c) To assist in the communication of supporting programs, both internally and externally, as necessary.

NOW, THEREFORE, BE IT RESOLVED THAT: the following terms of reference be adopted for a Marketing Committee:

I. *Purpose*

The purpose of the Marketing Committee is to assist the Board of Directors in developing programs and materials required to achieve the goals of maintaining Georgetown Village Condominium's (GVC) marketability within the real estate marketplace. In so doing, the Marketing Committee works toward ensuring that GVC property values will be comparable to surrounding competitive properties. The Committee shall evaluate ways in which the community would continue to provide unit owners with services and benefits that enhance the value of owning/living at GVC.

Activities include, but are not limited to, the following:

Developing marketing materials and exploring marketing opportunities that establish and maintain the positive visibility of the community;

Considering programs that offer increased benefits to current residents and owners at GVC, as well as attract new unit owners to the community;

Reviewing various aspects of the community for aesthetic, social, and financial enhancements that will increase the value of ownership at GVC; and

Providing assistance to the GVC Newsletter Committee by developing ideas and strategies to maximize this important communications tool: such as, the inclusion of advertisements and incentives that would increase revenue and community participation.

II. *Organization*

A. **Membership:** Members of the Committee shall be limited to unit owners, who indicate a desire to be actively involved in one or more aspects of the Committee's work. Active membership in the Committee requires that its members attend at least two consecutive Committee meetings. Voting membership is lost after three (3) consecutive, un-excused, absences from regular Committee meetings. The total membership shall not exceed ten (10), without obtaining approval from the Board of Directors.

B. **Chair:** The Chair must be a unit owner recommended by the Committee and approved by the Board of Directors. The Chair shall serve at the pleasure of the Board. The Committee may designate a Vice President who must also be a unit owner.

C. **Vacancies:** The Committee shall vote to recommend to the Board of Directors the removal of the Chair, with or without cause. Vacancies created by removal, death, or resignation of the Chair shall be filled by an Acting Chair selected by the Committee membership, until a selection is made by the Committee and approved by the Board of Directors.

D. **Secretary:** The Chair shall designate a Secretary from among the members of the Committee, subject to approval of the Committee. The Secretary shall be responsible for keeping the Committee membership roster, recording minutes of all Committee meetings and, in general, maintaining written documentation on Committee decisions and activities.

E. **Board Liaison:** The Board of Directors may select one of its members to serve on the Committee as the liaison to the Board and to provide updates of the Committee's activities beyond the Committee's written report, if warranted.

III. *Operation*

A. Functions of the Committee shall include the following:

1. Develop and distribute materials that enhance the market value of GVC;
2. Establish and maintain a positive visibility of the GVC community;
3. Consider and recommend modifications of various aspects of GVC aesthetic, social and financial domains that would increase the value of owning and residing at GVC.
4. Develop and oversee the management of the GVC Internet Web site, with the concurrence of the Committee and the approval of the Board of Directors.
5. Develop a budget for the committee work for approval by Board of Directors.

B. Functions of the Chair include the following:

1. Coordinate and supervise the Committee's activities and meetings to assure that the Committee meets its established responsibilities;
2. Encourage and support participation by all Committee members and ensure that all members are kept advised of the Committee activities;
3. Prepare written Committee reports, on behalf of the Board, for submission to the community association on-site manager no later than **five** days prior to each Board meeting;
4. Familiarize the Committee with its terms of reference;
5. Attend Board meetings in an advisory capacity concerning Committee-proposed motions;
6. To the extent that Committee developments warrant, written rather than oral Committee reports shall be submitted for the monthly Board meetings; and,
7. Written Committee reports shall identify all members attending its monthly meetings; provide the date, time and place of the monthly meetings; include a summary of the Committee's discussions, and identify any recommendations requiring Board actions.
8. Coordinate with other committee as appropriate.

IV. *Meetings:*

1. Regular meetings of the Committee shall be held as often as necessary to carry out assignments and responsibilities.
2. The Committee will meet regularly on the third Tuesday of the month. Meetings will be held in the Community Center unless special circumstances require an alternate location for a specific meeting.
3. The Committee is responsible for advising the site management office of the date, place, and time of each meeting at least seven (7) days in advance of each meeting. The site management will, in turn, distribute meeting notices of the date and location of an upcoming meeting by posting flyers throughout the community on the tack boards and mailing them directly to all Committee members.

Adopted by the Board of Directors

June 8, 1999