

Georgetown Village Condominium

ADMINISTRATIVE RESOLUTION NO. 99-03

MARKETING & COMMUNICATIONS COMMITTEE TERMS OF REFERENCE

WHEREAS, Article III, Section 2 of the Bylaws of the Georgetown Village Condominium (GVC) assigns to the Board of Directors (Board) 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 the authority to appoint committees as may be deemed appropriate in carrying out its purpose;

WHEREAS, to better carry out such duties, the Board deems it in the interests of GVC to merge the current Marketing and Newsletter Committees, thereby establishing a single committee to advise and assist the Board with respect to establishing standards, policies, and procedures to:

- (a) maintain and improve GVC's marketability;
- (b) increase the benefits and enhance services afforded to residents of GVC; and,
- (c) facilitate communications, internally and externally, as necessary; including establishing oversight, production and distribution of a GVC newsletter.

WHEREAS, the Board desires this Resolution to supercede and replace Administrative Resolution Nos. 95-05 and 99-01.

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

I. Purpose

The purpose of the Marketing & Communications Committee (Committee) is to assist the Board in achieving the goals set forth above, generally, by evaluating services and benefits that enhance the value of owning/living at GVC, including maintaining GVC's marketability within the real estate community; and facilitating communication with prospective owners as well as, and among unit owners and residents. These activities include, but are not limited to, the following:

- A. Developing marketing materials and exploring marketing opportunities that establish and maintain the positive visibility of the community;
- B. Considering programs that offer increased benefits to current residents and owners at GVC, as well as attract new unit owners to the community;

- C. Reviewing various aspects of the community for aesthetic, social, and financial enhancements that will increase the value of ownership at GVC; and
- D. Enhancing internal and external GVC communications by, *inter alia*, establishing a mechanism for, publishing and distributing a GVC newsletter, as well as overseeing activities relating to developing, maintaining and updating the GVC Internet web site.

II. Organization

- A. **Membership.** Members of the Committee shall be limited to unit owners indicating a desire to be actively involved in one or more aspects of the Committee's work. Active membership requires that members attend at least two consecutive Committee meetings. Voting membership is lost after three (3) consecutive, unexcused absences from regular Committee meetings. The total membership shall not exceed ten (10), without obtaining approval from the Board.
- B. **Chair.** The Committee may be lead by a Chair, or Co-Chairs, as necessary. The Chair(s) must be a unit owner recommended by the Committee and approved by the Board. The Committee (Co-)Chair may also serve as Editor of the GVC newsletter. The Chair(s) shall serve at the pleasure of the Board.
- C. **Chair Vacancies.** The Committee shall vote to recommend to the Board the removal of the Chair(s), with cause. Vacancies created by removal, death, or resignation of the Chair(s) shall be filled by an Acting Chair selected by the Committee membership, until a selection recommendation is made by the Committee and approved by the Board.
- D. **Secretary.** The Chair(s) may designate a Secretary from among the members of the Committee, subject to approval by the Committee. The Secretary, if designated, 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 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, but are not limited to, the following:
 - 1. developing and distributing materials that enhance the market value of GVC;
 - 2. establishing and maintaining a positive visibility of the GVC community;

3. considering and recommending modifications of various aspects of GVC aesthetic, social and financial domains that would increase the value of owning and residing at GVC;
 4. developing a budget for the committee work for approval by the Board of Directors, as a part of the GVC annual budgeting process;
 5. editing and publishing a newsletter to inform GVC owners and residents of matters and developments, or which are of significant import to, GVC and/or its members, pursuant to the GVC Newsletter Editorial Policy, Administrative Resolution No. 99-02, as may be amended from time-to-time, which is incorporated herein by reference;
 6. developing and overseeing the management of GVC's Internet web site; and
 7. coordinating activities and recommendations, as appropriate, with other GVC committees.
- B. Functions of the Committee Chair(s) include, but are not limited to, the following:
1. coordinating and supervising the Committee's activities and meetings, to assure that the Committee meets its established responsibilities;
 2. encouraging and supporting participation by all Committee members, and ensuring that all members are kept advised of the Committee activities;
 3. preparing written Committee reports for the Board, and where appropriate: identify all members attending monthly meetings; provide the date, time and place of monthly meetings; summarize Committee discussions; and identify recommendations requiring Board action.
 4. familiarizing the Committee with its terms of reference;
 5. attending Board meetings in an advisory capacity concerning Committee-proposed action; and
 6. coordinating with other GVC committees, as appropriate.
- C. The Newsletter Editor
1. The newsletter Editor ("Editor") shall be a member of the Committee, and may also serve as a Chair, or Co-Chair of the Committee, but in any event, shall be subject to approval by, and serve at the pleasure of the Board.
 2. The Editor is responsible for coordinating and supervising production of the newsletter, and has full authority over publication, including decisions regarding method of publication, advertising, and content. In so doing, the Editor will work with the Committee, who is charged with monitoring these processes, and making recommendations as to content, costs or procedures subject to these Terms of Reference. The Committee will be available to advise the Editor when questions of content or publication procedures arise.

3. Should there be irreconcilable differences between the Editor and the Committee relating to questions of inconsistency in interpreting the Newsletter Editorial Policy, the President shall resolve the conflict.
4. Should the Editor wish to make changes or additions to these Terms of Reference, they shall be forwarded to the Committee for review and recommendation(s), and then forwarded to the Board for approval.
5. The Editor should attend Board meetings *in an advisory capacity* concerning newsletter-related action items.

Adopted by the Board of Directors

October 12, 1999