

Marketing Committee

Pinewood Lake Homeowners Association

Committee Charter

1. Authority: Article IX of the By-Laws authorizes “. . . other committees as deemed appropriate in carrying out its purposes . . .” Pursuant to the provisions of subject By-Law, this group of residents, hereinafter referred to as the “committee” shall be known as the Marketing Committee of the Pinewood Lake Homeowners Association (PLHA). The “Committee” shall comply with the rules, responsibilities, and actions as stated in the current PLHA Resolution 2002-02.
2. Purpose: This “committee” shall perform the following functions:
 - a. Advise the Board of Directors on factors that impact the marketability of this community
 - b. Inform the “marketplace” of the benefits of this award-winning community
 - c. Work to improve home sale rates and increase property values
 - d. Coordinate with County officials, staff, and other appropriate organizations to foster positive area growth and support services
 - e. Sponsor a dynamic Guest Speaker program
 - f. Prepare a monthly update article for the community newsletter, The Needle
 - g. Participate along with the Publications Committee and the Community Manager in the execution of an advertising strategy in support of the printing of the Coupon Book, Directory, and The Needle
3. Membership:
 - a. The “Committee” shall consist of a minimum of three (3) members IAW Para 3 of PLHA Resolution 2002-02, 14 February 2002. A quorum shall consist of a simple majority of sitting “Committee” members.
 - b. The “Committee” shall meet on the fourth Thursday of each month at 7:30 PM in the Community Center, 8159 Fernlake Court, Alexandria, Virginia 22309.
4. Effective Date: The effective date of this Charter shall be the 11th day of May, 2006.

Adopted by the Committee: _____ Date: _____
Committee Chair

Adopted by the PLHA Board: _____ Date: _____
President or Authorized Representative

Atch 1, Confirmation of Committee Members

Subject: Confirmation of Committee Members

IAW paragraph 3 of PLHA Policy Resolution 2002-02, dated 14 February 2002, the following personnel are recommended for Board confirmation as the authorized/chartered PLHA Marketing Committee.

Roger C. Reutershan, Chairman

Ginger Krup	Member
Fred Blanchard	Member
Frank Holub	Member
Fred Whitehouse	Member
Dick Knapp	Member
Ione Knapp	Member
Bill Kiehl	Member
Nyana Gollop	Member

Adopted by the Committee: _____ Date: _____
Committee Chair

Adopted by the PLHA Board: _____ Date: _____
President or Authorized Representative