

## Norma Meyers

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**From:** Robin Coulter  
**Sent:** Friday, April 23, 2010 10:03 AM  
**To:** Jim Haney; Joe Guenther; Joe Guenther (In Michigan); John O'Shea; Nancy Sweeney (n1943@msn.com); Robin Coulter (RCoulter@suncity-vistoso.com); Steve Mooneyham; Tut Tustison  
**Cc:** Norma Meyers  
**Subject:** Marketing Committee Minutes.doc

### Marketing Committee

Sun City Vistoso Community Association, Inc.  
 Minutes – April 22, 2010

1. Attendance – Present were Jim Haney, Nancy Sweeney, John O'Shea, Steve Mooneyham; Staff members present were Bob Mariani, Robin Coulter, Chris Richard. Absent: Tut Tustison, Joe Guenther
2. Yahoo.com report – Ad was modified on March 15. As of March 17 through April 1, 2010 there were 25,820 Delivered impressions, 33 Total Clicks with a clickthru rate of .13%. There has been no completion of the back end form. The committee overall is not satisfied with the performance of this advertising effort at this point in the campaign.
3. Advertising opportunity – KVOI Radio – The radio is proposing a 30 or 60 commercial touting the golf course and café. The radio station is open to barter
4. RSVP Card – We did not renew our contract with RSVP. When they found this out, they wanted to offer a free run of the card with their take on the verbiage. This was presented to the committee. The committee felt the content was misleading and the rate needed to reflect the 18-hole pass/12 mo. and the \*restrictions apply language needed to be expanded to “\*restrictions apply, 18-hole pass, when paid on annual basis.”
5. Advertising Calls Tracking Service – Discussion was held regarding the CallSource services. There are three parts to consider. The first is CallTrack which provides a unique phone number for each of our ads. When a call is placed to that CallTrack number, it is routed to our phone number. This will allow us to track how many calls are generated by each ad. The second part of there services is called Lead Scoring where an analysis is made of each call to determine whether it's a valid lead. This information is useful in reviewing the effectiveness of an ad. The third service is Performance Analysis where the calls that are tracked are also recorded. The recorded calls are reviewed and the performance of the sales person is evaluated and ranked. The cost for all three services is \$300/mo. Each service can be purchased separately at a cost of: Tracking \$179/mo., Lead Scoring \$50/mo. and Performance Analysis \$70/mo. The committee decided to use only the tracking service to begin with. One other supporting notation for this is that two phone numbers have been added in SCV to receive these calls. One for golf and one for other general calls. The golf calls will be received at Patrick Boulton's desk and the general calls will be received at the Administrative Specialists desk.
6. Surveying New Residents – Six New Resident Surveys have been returned. Of the nine individuals ages listed on the survey, the average age is 67. They found about SCV by Word of Mouth (4), Internet (1), Unanswered (1). They like the friendly community, active adult only, golf course, amenities, tennis, proximity to stores and hospital, location, views. They moved here from MN, MA, NE, MI, OK and IN. Resident status: Year round (1); Seasonal (5). The committee discussed reworking the process for conducting this interview to be moved from a written format sent out with the New Homeowner packet to a personal interview conducted by

one individual. Additionally, the survey itself should be looked at again to make sure we're asking the right questions.

7. LRP Initiatives – The committee was given a copy of the five initiatives from the LRP that were approved by the Board and assigned to the Marketing Committee. A brief explanation of the expectations of the Board for the Marketing Committee to develop measurable tactics to accomplish these objectives was held. The committee was asked to begin developing these tactics and will be discussed at the next meeting.
8. General Updates:
  - a. Promotional Booklet - 1,313 booklets have been mailed since March 1.
  - b. Coupons – There are two types of coupons distributed (New homeowner and Ambassador distributed). The New Homeowner coupon is for a round of golf and a meal at the café. The redemption of this coupon provides the move in date which would, in turn, provide the Marketing committee the timeframe to seek the resident out for a new resident survey interview. The Ambassador distributed coupon is for a round of golf and a meal at the café and is given out ONLY after a tour has been given.