

Communication Committee Meeting Minutes

Pelican Lake Association · Tuesday, September 22, 2026 · Online (Google Meet), 63 minutes

Status: Approved

Present: Alex Rossman (Vice President, chair), Ted Nelson (President), Dan Tomczyk, Melissa Tomczyk, Donald Schindhelm (Nicolet College)

Highlights

- **Donations:** Alex rebuilt the Stripe donation link with fund choices and a memorial option. Two \$1 test gifts went through.
- **Google Groups:** Alex created *PLA Board of Directors* and *PLA Committee Leads*. Members have not been added yet.
- **Board minutes:** The August 9 minutes are posted. They record each motion and who seconded it.
- **Photo contest:** The photo contest has launched. Judy confirmed the prizes come from the communications budget.
- **Website review:** The review checklist goes to the board on September 27. Reviews are due in one to two weeks, and then the new site goes live.

Decisions

1. The committee will meet **every two weeks** instead of weekly.
2. **Constant Contact** stays on a six-month plan.
3. Member email from the new membership system will go through **Amazon SES**. It costs under \$10 a year.
4. The Stripe donation **link stays live** so it can be used in emails. The website will connect to Stripe directly in Phase 2.
5. **Google Ad Grants is deferred.** The priorities are the newsletter, the website and the membership system.
6. Committees send **original photos** through the communications intake form. We do not post images that AI tools have altered.

Action items

Who	Action
Alex	Add members to the two Google Groups
Alex	Present the intake form and rotating committee social posts at the September 27 board meeting
Alex	Create a role-based email address for the Amazon SES account

Who	Action
Alex	Check that the Stripe test gifts show which fund they were for
Dan	Ask the Fish/Wildlife Committee for DNR contacts to review the website
Melissa	Clean up the Google Business Profile once Alex grants access
Don	Contact Nicolet College work-study about a digital marketing student
Dan	Schedule website backup training with Alex
Dan	Schedule a late-November meeting with Alex on connecting the membership system to Stripe

Approved minutes of the Pelican Lake Association Communication Committee, meeting held September 22, 2026, online.