

MARKETING TASK FORCE CHARTER

MEMBERSHIP:

The Marketing Task Force shall consist of seven GRF members including not less than one or no more than four GRF Board members. All shall be approved by the GRF Board.

Applicants will be solicited via the Rossmoor News, screened, and recommended by the GRF Board President in consultation with the other Board officers and the task force chair, for appointment to the Marketing Task Force.

Applicants for the Task Force will be chosen for their interest, past experience and willingness to commit the time needed to complete the work until May of 2025.

Applicants shall submit a letter of interest to the GRF Assistant Secretary on or before July 18, 2024.

ORGANIZATION:

The GRF Board President shall designate one of the Marketing Task Force members as Chair to serve for the duration of the Task Force.

The frequency, dates, time and location of the Task Force meetings shall be established by consensus of the Task Force members.

The Task Force members shall elect their own Vice Chair, and any other officers needed. The Task Force may appoint subcommittees as necessary.

The Task Force shall follow Policy 201.4 regarding open committee meetings and provide a Residents' Forum at each meeting in which residents may address concerns to the Task Force.

Robert's Rules of Order shall govern all Task Force proceedings.

PURPOSES AND RESPONSIBILITIES:

The Task Force will be advisory to the GRF Board and proceed with its efforts to explore a brand for Rossmoor and initiatives for marketing that brand.

ADMINISTRATION:

The Task Force will receive GRF staff support from the Executive Services Department.

The Task Force will have no budget nor the authority to incur costs on behalf of its mission without the permission of the GRF Board.

The Task Force shall begin work upon designation of its members.

The Task Force will report to the GRF Planning Committee with monthly updates.

Upon reporting its recommendations, unless its term of service is extended by the Board, the Task Force shall have completed its work within six months and be disbanded.

ADOPTED BY THE GOLDEN RAIN FOUNDATION BOARD OF DIRECTORS ON DECEMBER 5, 2024.