

Country Roads Marketing Committee Charter

I. Purpose and Structure

- A. The Marketing Committee is a standing committee appointed by and serves at the pleasure of the Board of Directors to advance its vision that "Country Roads is the most desirable, active, senior community in SW Arizona".
- B. The purpose of the Marketing Committee is to promote Country Roads locally, regionally and nationally. One of its goals is to help maintain or increase property values.
- C. The Committee will use various programs and communications to promote the Country Roads community lifestyle.

II. Membership

- A. Committee membership is open to any resident.
- B. The Committee shall select a Chairperson, Vice Chairperson and Recording Secretary and present them to the Board for approval. Final approval is given by the Board President.

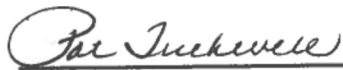
III. Operation

The Committee shall conduct its business with direction from the Board in the best interests of the Association and in accordance with the statutes of the State of Arizona and the Governing Documents of Country Roads RV Village. Operation guidelines are as follows:

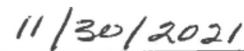
- A. While marketing occurs 365 days per year, the focus of committee work will be within the season, October through March.
- B. Meetings are open to all interested parties and notice of same shall be posted 48 hours in advance.
- C. The Committee shall provide minutes for all meetings to the Board.
- D. The Committee chairperson or alternate shall attend Board Meetings.
- E. The Committee shall act on a consensus basis. In the case of a tie decision, the issue will be resolved by the chair.
- F. The Committee will establish priority goals and work with the Board to receive goal and funding approval.

IV. Responsibilities-The Committee will work to:

- A. Provide value to residents by working to ensure that Country Roads has a viable internal and external marketing program.
- B. Design the marketing program to introduce potential residents to CR and showcase our lifestyle.
- C. Work internally with all residents (owners and renters) and externally with local or broad area resources to assure that potential residents get to know Country Roads.
- D. Conduct surveys, collect data and use demographic information to assist in making decisions with regard to recommendations and projects.
- E. Monitor property sale and rental data.
- F. Work with real estate companies and homeowners to help promote the value of property ownership at Country Roads.
- G. Assess and maintain a Country Roads Ambassador Program.
- H. Assess, conduct and maintain a Welcome to Country Roads/Orientation for Newcomers program as frequently as needed.
- I. Participate in and with appropriate groups and programs that promote awareness of Country Roads.
- J. Assess current and develop new advertising and public relations documents, presenting them to the Board for approval prior to use.
- K. Work with other committees/groups to promote CR awareness through the design and use of dynamic readily accessible media programs.
- L. Assist Management and Homeowners to maintain Country Roads appearance using reminders for recycling, weed management, etc.
- M. Submit a budget to the Board no later than January 1st of each year.
- N. Other duties as requested by the Board.



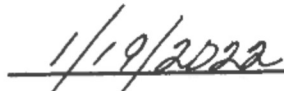
President, Country Roads Board of Directors



Date



Chairperson, Country Roads Marketing Committee



Date