

**RESOLUTION M50-13-46**

**LAGUNA WOODS MUTUAL NO. FIFTY  
MARKETING COMMITTEE CHARTER**

**WHEREAS**, Laguna Woods Mutual No. Fifty Bylaws, Article VIII, Section 1 states in part: The Board may designate one or more Standing, Ad hoc or other committees, each to serve at the pleasure of the Board and each consisting of a sufficient number of Qualifying Mutual Fifty Resident Members to meet the needs of its particular function or functions. The duties and powers of these committees shall be determined by the Board, provided that the authority of each committee is limited to advising the Board and all final actions are subject to the specific approval of the Board;

**NOW THEREFORE BE IT RESOLVED**, September 19, 2013, the Board of Directors of this Corporation hereby approves the Marketing Committee Charter and assigns the duties and responsibilities of the Committee as follows:

1. Performs the duties imposed upon all standing committees as set forth in the current resolution entitled, "General Duties of Standing Committees."
2. This Committee shall meet as often as necessary but not more than monthly to discuss and devise effective short and long term means to generate a greater sales volume of Mutual Fifty owned units;
3. Explore the attributes of the Mutual owned units and define the attributes in a manner that appeals to the appropriate market segment, including the younger buyer;
4. Explore means of improving the units for sale;
5. Contribute to positive public relations for the Towers including positive articles and press releases regarding activities at the Towers;
6. Identify, measure, and foster new innovative and productive marketing means;
7. Work with Staff in hosting and promoting Open Houses;
8. Monitor and assess local and national consumer price factors;
9. Devise programs that contain program elements that build a strong and appropriate brand image for the Towers at Laguna Woods Village;
10. Strive to educate buyers regarding the value of a purchase at the Towers; and
11. The Committee Chair shall report at the Regular Board meetings concerning Marketing strategies and report the findings of their activities and their recommendations;

**RESOLVED FURTHER**, that the officers and agents of this Corporation are hereby authorized on behalf of the Corporation to carry out the purpose of this resolution.

