

**Community Focus Statement D:** Enhance communication among community members

**Action Statement D.3:** *Distribute a quarterly newsletter to residents and local businesses with information about upcoming events, issues of importance to Morongo Valley, and other items that relate to the well-being of the community.*

**D3**

**Benchmark:** A quarterly newsletter is widely accessible to Morongo Valley community members.

**Champion:** Volunteer group or person or can be identified by the community

**Estimated Cost:** \$500 - \$5,000

Action	Action Leader	Timeline	Resources
1. Organize a committee of residents, local business owners and other stakeholders to form a Morongo Valley marketing committee.	Champion	Month 1	Morongo Valley Chamber of Commerce <a href="http://www.92256.net/chamber/">http://www.92256.net/chamber/</a>
2. Gather input from the community on local events, businesses, tourist attractions, and other community highlights. Use this material to develop newsletter content.	Morongo Valley marketing committee	Month 2 – 3	Marketing Strategy Help Sheet <a href="https://www.ourcommunity.com.au/marketing/marketing_article.jsp?articleId=1510">https://www.ourcommunity.com.au/marketing/marketing_article.jsp?articleId=1510</a>
3. Design and distribute a quarterly newsletter to residents and local businesses. Include both paper and electronic newsletters.	Morongo Valley marketing committee	Quarterly	
4. Develop a mechanism for the community to provide input or comments, to be considered during the following newsletter cycle.	Morongo Valley marketing committee	Quarterly	