

COMMUNICATIONS SUB-COMMITTEE MEETING

DRAFT Minutes - Monday, February 22, 2010

The meeting was called to order at 9:00 am by Chairman Joel Taylor in the Conference Room.

Members present: Chairman Joel Taylor; Myrt McIntyre; Coreen Salter; and Jim Soll. Julia Much was absent. Administrative Assistant Deborah Levitan was present and recorded the minutes.

Guests: Board President Dee Steinbrenner; and Bernie Karcheski, who joined the meeting in progress at 9:50 am.

OLD BUSINESS

O-01 – Review Sub-Committee charges/objectives: The original charges from President Steinbrenner were reviewed one at a time. Items discussed included, but were not limited to: a survey form that will be included as an insert in the March Association Report that will be picked up from residents' homes afterwards; a drop-off box in the office for residents who return the forms to the office after the March 2 pick-up date; a report on the progress of the Sub-Committee will be given by Chair Joel Taylor at the March 8 POA meeting; Vice-Chair Coreen Salter will make an announcement about the survey at the March 22 Town Hall Meeting; review of other association newsletters; "Letters to The Editor" idea; Q&A column; follow-up on Suggestions/Complaints; and, utilizing a web hosting service for the association website.

Details and further discussion about the above topics are as follows:

It was mentioned that a "Letters to The Editor" column had been tried in the 1980s and got completely out of hand.

Those present viewed a promotional video from a website hosting company and their impressions. The appropriateness of such a sophisticated interactive website was questioned, even though everyone was impressed with its capabilities. The features that are currently in place with the existing website were compared with the program outlined in the promotional video. One of the main reasons behind considering an outside web hosting company is the retirement of General Manager Duane Krause at the end of 2010. Manager Krause is currently the web designer and troubleshooter of the Tucson Estates website, and no other personnel are trained in the technicalities of website management. Since many TE residents do not have computer skills and/or Internet access, it was suggested that a public computer station be set up in the library for those individuals. More research is necessary before any decisions can be made regarding outside web hosting, and Jim Soll will investigate other companies as to their fees and services.

The Q&A idea would be similar to FAQs found on many websites, where questions of general interest are addressed.

A suggestion was made for a "Garage/Yard Sale" page on the website that would be managed by Deborah Levitan. Discussion about paid advertisements was also covered.

O-02 – Finalize communications flyer for AR insert: Jim Soll distributed the draft of the flyer as well as a tracking page that could be used to compile information for the committee to address. Minor changes in wording of the flyer were made.

Coreen Salter moved and Myrt McIntyre seconded that the draft flyer with changes be approved for inclusion in the March Association Report. The motion carried unanimously.

O-03 – Letters to the editor findings/discussion: Myrt McIntyre commented that a "Letters to the Editor" column is a one-way communication, whereas a "Question and Answer" type column would be a two-way function. The other association newsletters reviewed by Jim Soll and Joel Taylor do not have a "Letters to The Editor" feature. The Tucson Estates Association Report does not have an editor who makes editorial decisions (like city newspapers do.) Discussion about the feasibility, legality and cost of such a vehicle ensued. After the results from the survey and the Town Hall meeting have been reviewed, this item will be addressed further.

O-04 – AR article ideas (i.e., Did you know?): The committee agreed that information about various topics could be imparted to TE residents with an article or insert in the Association addressing different topics and/or dispelling rumors.

NEW BUSINESS – None.

OTHER BUSINESS – None.

The next meeting will be held on Monday, March 8, 2010 at 10:00 am in the Conference Room.

Jim Soll moved and Coreen Salter seconded that the meeting be adjourned. The motion carried unanimously and the meeting was adjourned at 10:42 am.

Respectfully submitted by

Deborah Levitan, TEPOA Administrative Assistant