

COMMUNICATIONS SUB-COMMITTEE MEETING

DRAFT Minutes - Monday, February 8, 2010

The meeting was called to order at 10:05 am by Chairman Joel Taylor in the Conference Room.

Members present: Chairman Joel Taylor; Coreen Salter; and Jim Soll. Myrt McIntyre joined the meeting at 10:30 am. Julia Much was absent. Administrative Assistant Deborah Levitan was present and recorded the minutes.

OLD BUSINESS

O-01 – Sub-Committee member information sign-in sheet: The members wrote down their contact information to share with other Sub-Committee members. This information will be distributed to all members via email.

NEW BUSINESS

N-01 – Brainstorming ideas: Chairman Taylor opened the floor for any and all ideas on how communication can be improved. Suggestions included, but were not limited to: a method for residents to submit questions/concerns for Town Hall meeting in March; a fluorescent informational flyer with space for questions/suggestions to be inserted in the March Association Report and picked up by volunteers prior to Town Hall meeting; adding a “garage sale” page on the website (a small fee would be necessary to compensate for staff time); a puzzle contest with prizes and publication of winners’ names in the Association Report to encourage readership; review of other associations’ newsletters and websites for ideas; and, a “Dear BOD” column to have specific questions answered. Legal counsel still needed before any “letters to the editor” type forums are considered. Content of fluorescent flyer/survey was addressed later in the meeting.

Discussion continued about a proposal that TEPOA use an outside source for updating the website. Chairman Taylor shared the cost information for set up and maintenance, which drew opposition from some participants since the website is currently maintained on site at no additional cost. Deborah Levitan shared that the time she spends on website updates is minimal, but updates are instantaneous and there is a concern that information would not be able to be posted as quickly as it is now. The current system allows the posting of agendas, minutes, changes in meeting times and corrections to the calendar to be done as needed. It was also noted that it is entirely possible for TEPOA to have a page or pages for paid advertising if desired, so having an outside administrator would not be necessary for this purpose. Additionally, CA Banc will have an option for residents to pay their assessment fees online, so an interactive website would not be necessary for this convenience either. The process of preparing and sending information to the web hosting company could actually be more time-consuming, and there was also a concern that an outside entity would not have the same understanding of TE events and activities to notice if something was not correct. The committee was given some website addresses to check out, but the general feeling was that maintaining control at TE was a much better option.

N-02 – Prototype for “concerns” form: A prototype survey form for concerns that was originally designed for this Sub-committee’s use was reviewed. Deborah Levitan reported that a similar form was discussed in a recent meeting between Board President Dee Steinbrenner and Committee Chairs. It was decided that there should be only one form for residents to submit their questions/concerns for the Town Hall meeting.

N-03 – Cost of “letters to the editor” column or insert: Deborah Levitan explained the print format of the Association Report and cost for adding pages to accommodate a possible “letters to the editor” column. The additional printing cost would be approximately \$160 per

issue, compared with a maximum cost of less than \$50 for 1,700 8.5"x14" double-sided inserts on colored stock. The cost would be reduced for fewer copies, smaller size and/or white paper. It was generally agreed that one double-sided sheet sized 8.5"x14" would probably be the maximum amount of space needed.

N-04 – Limitations on communication between members: Board members are prohibited from holding private meetings or discussing association business between themselves outside of posted meetings; however, no such restrictions apply to this Sub-committee should members want to share ideas outside of scheduled meetings.

N-05 – Designated space for garage/yard sales signs: The problem of garage/yard sale signs and cardboard boxes causing vehicle congestion at the intersection of Western Way and Western Way Circle was discussed. Chairman Joel Taylor proposed a central posting area for such advertisements, possibly utilizing a metal structure with clips. He thought the logical place would be on the grassy area directly across the street, which would allow cars/golf carts to stop and look at the signs off the main road. It was pointed out that the Public Relations Committee had attempted to resolve this issue in the past and recent Board action prohibits any signs on the landscaped grassy area at the Tucson Estates entrance. It was agreed that directional signage placed by residents was helpful in assisting buyers to find sale locations. No formal action was taken by the Sub-committee.

Discussion about a survey flyer resumed before the next item was addressed. The Sub-Committee brainstormed about what should be included and agreed upon the following: a positive title to foster a sense of inclusion; clear information about current informational vehicles available to residents; a request for the resident to share their ideas about the effectiveness of these vehicles and ways to improve them; and spaces for residents to write in additional methods of information/communication they feel would be beneficial to the TE community. It was suggested that perhaps some residents were not aware of the various ways to be informed about Committee and Board actions. A concern was expressed that changing the wording on the sign at the old office that was discussed at the January meeting could be interpreted as eliminating information. Discussion regarding alternate signage options ensued and further research will be conducted about the price and availability of LED signage that could be updated more easily.

N-06 – Suggestion from resident about BOD welcome: A resident had submitted a suggestion to the office that it would be nice if the Board President or a Board member would personally welcome new homeowners to Tucson Estates. The *Welcome Committee* sponsored by Public Relations as well as the annual *Resident Orientation to Clubs and Services*, also sponsored by Public Relations, were discussed. At the orientation, any resident, whether new or established, has an opportunity to interface with Board members, Committee chairs and staff. It is possible that these residents were not aware of this. The Welcome Committee will be contacted to see if they have visited these folks yet, and then Ali Miller will be asked to respond to their suggestion.

OTHER BUSINESS – None.

The next meeting will be held on Monday, February 22, 2010 at 9:00 am in the Conference Room.

There being no further business, the meeting was adjourned at 12:10 pm.

Respectfully submitted by

Deborah Levitan, TEPOA Administrative Assistant