

Communication Committee Minutes  
July 9, 2009

Present: Carol Grisanti  
Kakie McKinney  
Nancy Triggs  
Bill Burdick

Notes from the meeting:

Discussed who is our “audience” and how we want to communicate. There was consensus that we cannot communicate with everyone, and that it is not necessary – some people do not want to be involved in our community. Thus, our audience is those who want to be communicated with. We think that we are reaching most people through either the website or the hard copies of the newsletter in the clubhouse, but there are other possible ways to communicate with homeowners:

Hang plastic bags with information on front doors – labor intensive, expensive, and might be considered intrusive.

Billboard near the front gates (similar to what you see by a school) – not really something any of us want in our neighborhood.

Attach something to the mailboxes – Bill says it is very difficult to attach signs to the mailboxes (there are 23 clusters of mailboxes) without ruining the paint, but we might be able to attach permanent plastic or cork board - cost prohibitive?

Discuss with the Welcome Committee whether there is anything we can do to assist in communicating with the newcomers.

A monthly newsletter that is mailed to each home. This would be expensive, but if we allowed advertising (similar to a church bulletin), it could be cost neutral. This would be in addition to our monthly calendar that is published on the website. There would be a fair amount of work and expense involved, so the idea needs to be researched further. Would we need a legal disclaimer if we used advertisers (we would not be referring the advertisers)? If we get serious about a monthly newsletter, we would need to write a proposal and present it to the Board of Directors.

Also discussed the possibility of having advertising for services on a separate page of our website. See <http://www.countryplacepearland.com/> for some examples of what is being done at Country Place. We want to keep thing simple (not too busy or flashy), but a list of local services available might be useful, particularly for newcomers.

To dos for Carol to send to Nancy for the newsletter  
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Add a recurring appointment or item to your calendar in Outlook as a reminder to view or print the weekly & monthly newsletters

Be sure to visit the daily news; all clubs should be sure to send any changes after the newsletter has been posted to: [dailynews@club-bellavita.org](mailto:dailynews@club-bellavita.org). Appropriate messages for Daily News include: items of interest to the entire community; community Club activities; resident health updates approved by the resident or family; community event updates; and self-help tips for home maintenance.

A note for the newsletter regarding The Communications Center and its location in the clubhouse for people to advertise their services with business cards or flyers.

The next meeting of the Communications Committee will be **Wednesday, August 12th, at 11 am in the Arts & Crafts room.**

To be discussed at the next meeting:

The Belles and TEC do not post their minutes on the website – we should find out why.

Review & update the RV Registration form to be consistent with other Bella Vita forms

The Advisory Group meets on the 4<sup>th</sup> Thursday, and it would be helpful if one of us could attend. Board meetings are on the 4<sup>th</sup> Wednesday @ 3 pm each month.

Further discuss local community services that are available (but not referred), and how it is most appropriate to communicate the information.