

Communication Committee Minutes
August 12, 2009

Present: Carol Grisanti
Nancy Triggs
Bill Burdick

Notes from the meeting:

Discussed with Ron Knapp of the Community Relations Committee how we might work together, and delivered some information picked up at the Chamber of Commerce office on Scarsdale. This included some free seminars offered by the sheriff's office that might be of interest to the Bella Vita community.

The possibility of a survey of the homeowners regarding their communications wants and needs was discussed, but it was decided that it is premature to think about. The community relations committee is to contact homeowners with hurricane information, and we believe that they are collecting some census information as well.

It was mentioned that a TV monitor in the Clubhouse is under consideration. The 5 clubs (TEC, Belles, Mens, Vets, and Clubhouse) are considering sharing the cost of the TV monitor, which would show a powerpoint slide presentation of Bella Vita activities.

The 2010 budget was discussed, and no significant expenditures were foreseen. We would prefer to use volunteers and the copying machine. However, it was discovered after the meeting that the website contract expires in August of 2010. The current expense is \$334.60 per year.

The 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 was completed, but Nancy saw a noticeable increase in traffic from outside, and not all of it was positive. She was not comfortable with some of the people coming to the front desk. Therefore, we will not put another reminder in the newsletter regarding the communications center.

Discussed again the possibility of having advertising for services either on a separate page of our website or embedded in our weekly newsletter. See <http://www.countryplacepearland.com/> for some examples of what is being done at Country Place. There was consensus that advertising would be a good producer of income, as well as communicating local services to the homeowners. A liability waiver would be needed, which would state that Bella Vita is not making any recommendation of the advertised services. A professional newsletter was also discussed as a possibility, but the disadvantages include the cost and the requirement that each club would need to submit information to whatever company was putting the newsletter together. Potential contacts regarding advertising and a newsletter:

Heritage Grand: Joyce Wilson, Communications Committee 281-391-7326
Country Place: Community Sound Inc. 713-789-7772

To dos:

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Nancy to put the Bella Vita club logo on the RV registration form.

Carol to contact the TEC and the Belles to see if there is a reason that their minutes are not posted on our website.

All members of the committee are invited to solicit interested residents for the Communications Committee.

The next meeting of the Communications Committee will be Tuesday, September 15th, at 2 pm in the Arts & Crafts room.

To be discussed at the next meeting:

The Belles and TEC do not post their minutes on the website.

Review the updated the RV Registration form for consistency with other Bella Vita forms.

The Advisory Group (communicates with the clubs) meets on the 4th Thursday , and it would be helpful if one of us could attend. Board meetings are on the 4th Wednesday @ 3 pm each month.

Further discuss advertising and how best to implement.