

FINAL FORM

MINUTES – BELLAVITA COMMUNICATIONS COMMITTEE meeting

11May2010

This was a regularly-scheduled meeting of the Committee – **SECOND TUESDAY OF THE MONTH, 11:30, CLUBHOUSE.**

MEMBERS PRESENT – Kelley Paterno, Bob Stockinger, Jan Ireland, Chairman Scott Vaughan, Ex-Officio Nancy Triggs, Board Contact Bill Burdick.

MEMBERS ABSENT – New member Sarah Barnett (medical appointment); new member Thordean Campbell (attendance not yet begun).

CALL TO ORDER – Chairman Scott Vaughan

MINUTES – from prior meeting 13APR2010, which Secretary Jan Ireland had electronically circulated for corrections, were officially adopted.

OLD BUSINESS

What help, or resources, are needed to assist the “Database Lady” in maintaining the Communications Committee resident data base?

Kelley has revised the Master List to utilize smaller print and spacing, so that its overall bulk is minimized for printing. Block Captains are encouraged to contact Kelley with new arrivals onto their street, or with information of residents leaving or selling. Kelley shepherds the overall effort, in order to keep the Master List as up-to-the-minute as possible. Jan and Kelley occasionally drive the community to visually assess changes.

Jan shared the Property Owner Notice she received from the City of Pearland, concerning the Partial Replat of Bellavita At Green Tee Section Five (which she received because of proximity to the proposed replat). Several lots on East and West Tuschman have been designated as “sold” or “available” and clearing of lots there continues. A frame is going up at the corner of South Riviera Circle and South Primavera also.

Board Contact Bill Burdick and Kelley will coordinate closely to mesh and streamline their rosters and efforts.

(July 3rd begins the Alaska trip for some individuals, who will be gone as long as two months.)

Advertising Directory

Bill and Ex-Officio Nancy Triggs have met several times in planning stages. They will now make final decisions and make those recommendations available to Chairman Scott Vaughan, who will present the idea to the Board (meeting at the end of the month, right before Memorial Day). Bill has approximately 30 business cards which have been given to him by residents (criteria is that BellaVita residents have directly utilized the services of the business, been satisfied, and feel comfortable recommending them to other residents). Nancy will take those cards, set up a prototype, and Bill will canvas. Cost of advertising currently set at \$300 for six months -\$50 per month – which is lower than advertising rates in similar venues. Bill anticipates setting up the database on the website. Any money collected would go into a general fund to offset the printing BellaVita now does for free.

How will new residents be welcomed into the community?

New resident welcoming is technically the purview of the Community Relations Committee (chaired by Dutch Uran, temporarily headed by Dutch's wife Carol Barber Uran during Dutch's recovery). Naturally, there is overlap with the Communications Committee through the Block Captains program. Block Captains are in the immediate position of knowing about changes in their neighborhood and Block Captain proximity positions them for ready access. (See additional idea and comments on this subject under NEW BUSINESS – Welcoming Basket.)

NEW BUSINESS

Board Contact Bill Burdick notes that the spelling of the community's name is officially BellaVita (one word, but with the "V" capitalized). This official spelling will be utilized henceforth.

How can we keep the interest of Block Captains high? Is a follow-up meeting appropriate, and if so, when?

In keeping with our commitment to Block Captains to restrict the number of times per year they are asked for service, we do not want to ask or require that they come to meetings unnecessarily. We do want them, however, to feel included; to know how much their service means to us; and to have a venue for clearing up any questions or problems they have. Kelley keeps in phone, email, and personal contact with Block Captains, acting as a shepherdess for the overall continuity of the program. (And does the job fabulously, the entire Committee agrees.) Perhaps a meeting at the Clubhouse in September, with refreshments, or in conjunction with the next Block Captain distribution might be good. (See next entry for further details.) And meetings on perhaps a quarterly basis – "if available" basis only.

Next Block Captain distribution

Gate procedures are an ongoing educational venture in the community. Nancy is working on a trifold brochure titled "Homeowner Gate Information" which is a complete detailed description of every question a resident always wanted to ask about how to get in through the gate; get their visitors in through the gate; and keep tailgaters and the uninvited out of the gate. Nancy distributed some prototypes and asked for Committee comments. She will get bids for printing about 1000, and anticipates distribution through the Block Captain program next month. (Cost will be covered by Board for this project.) The brochure, even in prototype, is already excellent.

Welcoming basket

While the Community Relations Committee holds the primary task of welcoming new residents, as has been mentioned the task overlaps with the Communications Committee. The Committee discussed various welcoming ideas, culminating in the idea for a small "welcoming basket" which would include magnets, descriptive of each club, with their meeting time and date on the front. A small bar of chocolate, or perhaps a couple of apples, could be included. Residents would be reminded of the many clubs available, and those that interest them could go directly onto the refrigerator as a reminder of meeting times. While residents are given club information in the materials new homeowners get, that information sometimes gets misplaced in the overload. A handmade, descriptive magnet (printed or drawn on card stock, with a tiny magnet glued onto the back) is a much more personal welcome to the club for individuals just moving into the community. Block Captains could hand these personally to residents as they move in.

Bereavement

There is no formal bereavement committee at BellaVita. Some family members desire distribution of the news; some vehemently oppose distribution of the news. Nancy does not include that information precisely for that reason. Bill often is the touchpoint for these announcements. Scott updates the news on the website and hesitates to put such information

in, without express approval from the families. If the announcement is given to Bill and distributed by him, Scott can feel free to also include it on the news update. A stone monument is being made. Sympathy cards, rather than flowers, are sometimes sent. Bill and Scott will bring the subject up at the next Vets meeting. (Bob normally attends those also, but will be unavailable for this particular one.)

Communication overall

Most residents know the various avenues of communication at BellaVita. The message board in the clubhouse continues to be a hit with residents. Home computer usage continues to grow and email is an outstanding method of communication.

Do other committees want to add something to the Block Captain dispersal in (first week of) June?

Committees should be contacted to see if anything should be added to the Gate brochure which will be distributed. Scott, Bill, and Nancy will check on that.