

FINAL FORM

MINUTES – BELLAVITA COMMUNICATIONS COMMITTEE meeting

10AUG2010

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

MEMBERS PRESENT – Signage Taskforce Bob Stockinger, Sarah Barnett, Thordean Campbell, Secretary Jan Ireland, Chairman Scott Vaughan, Ex-Officio Nancy Triggs, Board Contact Bill Burdick

MEMBERS ABSENT – Block Captain Coordinator Kelley Paterno (out of town)

CALL TO ORDER – Chairman Scott Vaughan

MINUTES – from prior meeting 13JUL2010, which Secretary Jan Ireland had electronically circulated for corrections, were officially adopted.

OLD BUSINESS

COMPUTER ACQUISITION AND TRAINING FOR RESIDENTS

Nancy reports that 3 computers have been ordered and she expects delivery in next week or two. She will discuss setting up a training format schedule at the September meeting. Long range planning calls for implementing training for residents by 1st Quarter 2011.

BLOCK CAPTAIN ROUTES

Tabled, as Block Captain Coordinator Kelley Paterno remains out of town.

MONTHLY NEWSLETTER/ADVERTISING WEB PAGE UPDATE

Nancy showed committee members the Country Place newsletter. (Country Place is located at 288 and McHard and will be annexed – at least for police protection – by the City of Pearland in the near future. This was announced at the City Council meeting in Pearland last night.) The company which prints their newsletter does the printing and distribution, and also solicits the ads that appear in the publication. The company determines the rates for the ads, also. Those ads offset the printing costs – although if not enough ads are sold to cover the printing costs, BellaVita would have to pay the difference each month. This printed newsletter would not take the place of the current BellaVita Weekly Announcements, as its focus would be retro (pictures of things that have already happened at BellaVita, with the hopes of encouraging participation, whereas the current newsletter is forward-reaching, detailing events that are upcoming). It would, however, give Nancy an avenue of advertisement to offer to businesses that often come to BellaVita to ask about advertising specifically for our residents. This company is Community Sound.

A joint advertising possibility (suggested by Ruth Southard) could be a combination of printed newsletter advertising, combined with advertising on the coming BellaVita webpage directory. If that method is utilized, BellaVita should receive extra compensation for the dual sources. That would also give Nancy two avenues to offer potential advertisers. Bill suggests that when we negotiate with the company, we should suggest that the company keep the revenue for the ads they sell, but that BellaVita should pay only a partial commission on ads that we (BellaVita) sell ourselves. A caveat is that

the newsletter presented had a very large percentage of ads, versus the percentage of newsletter content. Residents would be viewing quite a bit of advertisement. There are several half page ads in this newsletter, and Sarah notes that many of the larger ads are from the medical or dental fields. Bill also suggests that we could send our own letters to businesses around BellaVita, prior to negotiating, so that we have a feel for how many ads could be sold, and thus have our own negotiating base from which to launch talks with whatever company we contact. Bob suggests that surrounding businesses could consider putting coupons in the advertising package, as these are popular with residents.

Integrating advertising with the web page is slated for completion by 1st quarter of 2011.

The Board needs an estimated startup figure as soon as available. The committee thinks \$2000-3000.

SIGNAGE TASKFORCE

Bob has talked with Carl Weber, and has been given autonomy to handle the project. Bob will follow the ARC guidelines as he is familiar with them and the work that went into developing them. Bob does not yet have a budget assigned – that will come from the Board. The “Do Not Tailgate” signs were temporary and Nancy reports that they can be removed. Steve has the specific paint that should be used on retouching signs. (Steve has done this already in past, and will do again as needed, although Bob volunteers to do retouching also – in cooler weather.) Scott mentions reflectors of fire hydrants which are not there but should be. (Developer should have placed those??) They also are missing from the street directly in front of BellaVita (though they have been placed further up the road). ADA requirements mandate the stripes that are on the ground by handicapped parking slots. Some cars have been actually parking “on” those stripes, which is a ticketable offense, even though BellaVita is private property. Perhaps a reminder in the newsletter will encourage residents to park appropriately in that area.

FORMS STANDARDIZATION/STATIONERY USAGE STANDARDS

Thordean reviewed all of the forms on the website and developed the following suggestions:

1. All forms should have the “BellaVita at Green Tee” LOGO – the medium size is suggested by the committee.
2. A REVISION DATE should be added to the bottom of each form.
3. WORD STANDARDIZATION should be utilized (either Home Owner or Homeowner, consistently).
4. Each form should include who the form should be submitted to, and when (roughly) a response can be expected.
5. FORMS CAPABILITY (filling in the form online and printing) is not present, but might want to be considered.

Thordean reports that accessing the forms is easy, and that only minor revisions need to be made to the forms themselves. Nancy has already had her staff start the revisions. The committee settled on CALIBRI as the standard font (it is the font now recommended as using less ink); NOT all caps, as a combination of lower and upper case is easier to read; 10 as the standard font size; and development of a “master form” that could serve as an example for residents who need to develop new forms in the future.

ENTRANCE SIGN

An electric entrance sign is (hopefully) scheduled for acquisition by 2013. The cost is \$6,000-7000. Bob suggests additional spotlight lighting for the street “BellaVita” sign.

NEIGHBORHOOD WATCH

Bob is waiting for the Board to act.

PASS CARD & PHOTO ID

The Board is in favor of this project and needs a proposal cost – by August 15th if at all possible. The committee estimates \$4000-\$6000. Scott will communicate that information to the Board.

NEW BUSINESS

COMMUNITY SWAP/SELL SITE

A community swap/sell/speak site on the web is long range planned for the second half of 2011. A “web person” is needed for proofreading. A name is needed for the site.

VEHICLE STICKERS

Individuals who change vehicles should fill out a form and take it to the desk. This form is present in homeowner materials, but perhaps a form could be developed for the website – as some seem to be missing the form, or would find it easier to go to the website to print it off.