

FINAL

BELLAVITA COMMUNICATIONS COMMITTEE MEETING MINUTES

March 17, 2011

A special meeting of the committee was held at 11:15 in the Sales Office to discuss the Bella Buzz publication.

MEMBERS PRESENT – Chairman Thordean Campbell, Board Contact Bill Burdick, Bob Stockinger, Connie Harry, Midge Banchik, and Kelley Paterno.

CALL TO ORDER – Chairman Thordean Campbell

MINUTES – The of the previous meeting were approved.

NEW BUSINESS

MONTHLY NEWSLETTER/ADVERTISING WEB PAGE UPDATE –T

Contacts and accounting issues.-The committee agreed that Thordean would call Trey for information on the following:

1. Were the vendors on the list of sixty contacts submitted to Thordean by Trey DeVillier of Community Sound the only letters mailed? If so, should we as a community try to contact various vendors? Thordean will call Trey for clarification and to ask about medical, beauty shops, and restaurant contacts. The committee discussed the need for additional contacts and the best venue for the information packets. It was decided that the information would be made available at the front desk of the Clubhouse and also on the website.

NOTE: After the meeting, Trey told Thordean that vendors on the contact list we received were mailed an advertiser's packet at a cost of \$28. Other contacts such as Methodist Hospital, dentist groups, auto groups, etc. were emailed the information to reduce cost.

2. How the accounting process works and how much commission or profit BellaVita will make off of the ads and how much will go to Community Sound.

NOTE: After the meeting, Thordean found out that Trey keeps 10% of the advertising fee and the set-up fee.

The followings actions were approved by the Committee and in a Executive Meeting of the March 16, 2011.

1. The publication will be named *Bella Buzz*.
2. Connie Harry was named Editor of the *Bella Buzz*.

3. Nancy Triggs was designated as the Sales/Advertisement of the Newsletter. Nancy and/or Thordean Campbell have authority to approve invoices related to the *Bella Buzz*.
4. Trey DeVillier and Community Sound is an authorized agent to act on our behalf regarding matters concerning the *Bella Buzz*, specifically to sell ads, receive payments and submit invoices for approval.
5. The Communications Committee will be the final editor of the content of the *Bella Buzz* publication.

Items requiring action:

1. After the discussion of a logo for the publication, Bill Burdick agreed to design the logo for the *Bella Buzz*. The logo will incorporate the name, the BellaVita rose, and a bee.
2. Thordean Campbell will arrange to have a copy of the solicitation letter, the rate sheet and the order form for ads available at the front desk if any resident would like to refer an advertiser.
3. Connie Harry will develop a business sized card to give to prospective advertisers.

Suggestions for content of the Bella Buzz

1. New resident information can be supplied by the Welcoming Committee Chair, Carol Uran.
2. Important telephone numbers such as police, fire department, Houston Lawn, and other community wide vendors should be submitted by Nancy.
3. Memorials to past residents can be submitted by Nancy.
4. Recaps and photos of club events should be submitted by the Chair of each committee or the designated individual of the committee.
5. Connie Harry suggested that Mistletoe Market information be included in the August publication of the *Bella Buzz*. The committee approved.

Articles for [Weekly Newsletter](#) are due to Nancy by Friday, March 18th, preferably before noon.

[The Tenth Annual HOA Reception and Service Appreciation Event](#) is scheduled for March 30, 2011. Members of the committee who served in 2010 will be acknowledged.

The next meeting is scheduled for March 23, 2011 in the Sales Office.

There being no further business, the meeting was adjourned.

Submitted by Kelley Paterno in absence of Secretary, Sarah Barnett.