

FINAL

BELLAVITA COMMUNICATIONS COMMITTEE MEETING MINUTES

February 8, 2011

The regularly scheduled second Tuesday of the month meeting of the Committee was held at 11:30 in the Arts and Crafts room of the Clubhouse.

MEMBERS PRESENT – Chairman Thordean Campbell, Scott Vaughan, Ex-Officio Nancy Triggs, Board Contact Bill Burdick, Sarah Barnett, Bob Stockinger, and Connie Harry

GUEST - Trey DeVillier from Community Sound, Inc.

CALL TO ORDER – Chairman Thordean Campbell

MINUTES – from prior meeting January 11, 2011, which were electronically circulated for corrections, were officially adopted

NEW BUSINESS

MONTHLY NEWSLETTER/ADVERTISING WEB PAGE UPDATE -Trey DeVillier, account manager for Community Sound attended our meeting to discuss items pertaining to our newsletter. After much discussion by members of this committee, it was decided on some specific specifications regarding the newsletter. We will publish a quarterly 8-page newsletter mailed to 600 homeowners, including bulk rate. The cost would \$1.74 per resident without any advertisements.

Design, Typesetting, Layout, Administrative Fee. Community Sound will do the following:

- Newsletter preparation
- Compiling, preparing and sorting all information
- Advertising and correspondence for newsletter editing
- Proofing, formatting, etc., communicating with the newsletter coordinator for review and final draft, printer consultation, invoice preparation, new ad information letters
- Advertising communication with advertisers
- Billing, collections/supervision and maintenance of accounts
- Labor fees: Bulk Rate processing \$.115 per resident included. Bulk Rate Postage 5-digit-\$.346 per resident.
- Bulk Rate Postage 5-digit-Cost-\$.346 per resident.

Distribution

- Quarterly-First issue due May 2011-deadline for articles/advertisements April 10
- Next issues: September 2011 and December 2011
- Based on 2011 success: 2012 will be quarterly Mar/June/Sept/Dec
- Once the newsletter is mailed, it will available on the web "Newsletters" tab
- Meet with Chairs, Clubs, and Board to solicit articles.

Articles should be submitted in word format, and photos submitted in jpg format by the April 10 deadline to the password-protected site [@club-bellavita.org](http://club-bellavita.org)

Advertisement Rates (examples)

- Business card-\$40 per issue and an additional \$10 for web ad on the "Services" page

Requested to the board for start up \$1200 to \$1600 for the May 1st issue. No additional staff needed

There being no further business, the meeting was adjourned.