Cameron Station Communications Committee
Meeting Minutes
June 16, 2014

Members Present: Cheri Avila, Kimberly Dillon, Donna Gathers, Lori Young
Others Present: Maya Norohna, Melanie Zimmerman, Igor Dubinsky
Absent: Pat Sugrue, Bill Love, Barbara Martinez

Call to Order
Meeting was called to order at 7:45pm

Agenda Approval
Motion to approve agenda – Kimberly Dillon, 2nd - Lori Young

Previous Meeting Minutes
Motion to approve May 20, 2014 minutes- Cheri Avila, 2nd - Kimberly Dillon.

Nominate Melanie Zimmerman
Motion to nominate Melanie as ComCom member – Donna Gathers, 2nd - Kimberly Dillon, unanimous approval

For-Profit Events on CSCA Property – Advertising Policy
A question arose regarding the inclusion of a free event at the CSCA Gazebo, hosted by a for-profit entity, in the community email. The committee agreed that events/promotions open to all residents for which there is no charge should be included in the email, and noted that residents might be dismayed to find there was such an event of which they were not notified. Current policy is stated as follows, amended by the bold italics:

E-mail Policy
Management asked for committee’s input regarding policies for the mass e-mails sent to residents. Should there be a deadline for including an item in those e-mails? Committee recommends that there be a deadline (perhaps close of business Thursday prior to the Friday e-mail) and that the deadline and instructions for submitting items be included at the bottom of each e-mail. Management retains editorial discretion over the content of e-mails and submitting an announcement by the deadline does not guarantee inclusion in the e-mails. Management might send off-schedule announcements of a time sensitive nature, for example lost dogs or water main breaks. Committee reaffirmed prior advice (August 2013) to management to turn down announcements from for-profit businesses unless they are from Main St. businesses and benefit a non-profit, or if a for-profit business is promoting an event hosted by the CSCA. If a for-profit business hosts an event on CSCA property or city-owned property within CSCA boundaries (gazebo) and the event/promotion is free to residents it may be included in the community e-mail. The other exception is for announcements of broad community interest (for example, a community meeting convened by developers of Landmark Mall site). Committee recommends that management summarize lengthy announcements then link to the full announcement on the website.

Web Site Volunteer
A new CSCA resident asked Candace if we needed any help with our web site and was referred to Donna. Donna met with him and while he is interested in helping, his primary interest is bidding on the forthcoming RFP. While there is some concern by staff and Comcom about possible conflict of interest if this individual is awarded the business, it was decided that he, and all other residents, should be given the opportunity to submit a proposal. At present Terence has not been notified of the RFP, and Candace has tried to obtain, but to our knowledge has not yet received, all data from our site. To open bidding to
residents will require a notice in the community e-mail, and all agreed Terence should be notified of the process prior to this announcement. Donna will contact Colleen on how to proceed.

**Web Site RFP**
Kimberly recommended remaining with Constant Contact vs. sending the community email through the new site and all agreed. Constant Contact and the data produced will be managed by the new administrator. Currently a login is used for the resident directory and the recommended vendor listing. Since the vast majority of residents are not listed in the directory the committee decided to eliminate it and the need for a login, thus reducing the cost of building and maintaining the site. The vendor listing will be public. Kimberly will make a few changes to the RFP to reflect issues discussed by ComCom and will send it to the committee for final approval prior to providing it to management (Kimberly previously met with management and incorporated their changes). The RFP will be sent to the vendors previously researched by Bill, all CSCA residents via the community email and any other vendors recommended by ComCom members.

Meeting Adjourned at 9:00 PM
Respectfully submitted by Donna Gathers