Cameron Station Communications Committee
Meeting Minutes
April 21, 2014

Members Present: Cheri Avila, Donna Gathers, Bill Love, Barbara Martinez, Lori Young, Melanie Zimmerman
Absent: Kimberly Dillon, Igor Dubinsky (Board Representative), Pat Sugrue
Call to Order: Meeting was called to order at 7:45 p.m.

Minutes from February meeting approved unanimously.

Design and Maintenance Standards
In the past, Cameron Station management has printed and mailed each owner a copy of the Design and Maintenance Standards (DMS) every time there was a change. Management sought the committee’s input on selling advertising for the DMS to offset that cost. The committee was not in favor of a more elaborate version of the DMS regardless of the advertising income and recommended that if the document need to be produced that it prominently state where it could be found on the web site. Colleen and the CSCA attorney recommended that management mail just the changes rather than the entire DMS in order to save on costs (thousands of dollars), accompanied by a letter noting that copies of the entire DMS are available at the Fitness Desk and on the website. Donna discussed this with Colleen and Comcom agreed this was the appropriate solution to the distribution problem. Community management has agreed to propose this change to the board.

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. 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.

Website
Donna will contact Terrence and give him a final deadline to implement the requested changes in the website.

Community Facts
Committee discussed community facts to include on redesigned website. Suggestions include: Date first home built, date last home built, average commute time, distance to nearest airport, models and their approximate square footage, number of residents.

Meeting adjourned at 9:30 p.m.

Respectfully submitted,
Barbara Martinez