Communications Committee Meeting
February 23, 2015

Members Present:
Melanie Zimmerman
Donna Gathers
Lori Young
Kimberly Dillon

Non-members Present: Donna Kenley (Board Liaison)

Absent:
Bill Love
Barbara Bolin
Cheri Avila

Call to Order:
Meeting was called to order at 7:40

Discussion Topics:
Website Login Issues
- Residents still experiencing Login issues. Lisa is looking into the issue.
- Some people have had to re-sign-up.

Directory List (Resident-Only accessible if signed in)
- Questioned whether to keep it and whether it is worth the effort.
- Discussed how many people in the community choose not to be included for personal or professional reasons.
- High turnover in the neighborhood would mean someone in the office would have to regularly keep up on list.
- Committee decided we should take it off list and not put on site.

Preferred Vendor List
- Office manages this and if 3 or more complaints are filed about a vendor they are removed from the listing.

Mobile Website Issue
- On mobile phones, the home page moves the navigation to 2 and 3 lines.
- Lisa needs to fix it so it is scalable for both mobile and PCs.

News Section:
- Office needs to delete old news and activity flyers that are not relevant.
- Are there any newsletters before 2009? Ask Office.

Committee Home Page
- Front-page text does not match inside text. Request staff to address.
Fitness Calendar
- Too many typos. Request staff to address.
- On a mobile phone, words get cut off. Lisa needs to amend this
- Discussed that to see the time of a class, you have to click on the class. Do we want to continue to leave the times off?

Advertisements
- Discussed that advertisements can be on the right side and bottom of the website and only on the left, below navigation

Google Analytics
- Donna Kenley suggested getting monthly analytics and placing that number somewhere on the site to show advertisers, as well as potential buyers, how popular the community is.

Compass Newsletter
- Melanie stated that any input for the March issue is due by Friday, February 27th.

Next Big Project
- Rebrand ALL Marketing Collateral
- Donna Gathers stated that she has advised the Front Office not to order any new printed material and that they need to alert her when the supply is getting low.

Adjournment:
The meeting was adjourned at 8:35.

Respectfully submitted, Kimberly Dillon