Cameron Station Communications Committee
Meeting Minutes
July 23, 2011

Members Present: Ana Kelly, Carolyn Bedi, Cheri Avila, Pat Sugrue, Jamie Test

Call to Order: Meeting was called to order at 7:15pm.

2012 Budget

Newsletter: Committee requests that expenditure sheets from management be revised to reflect income from advertising as well as expenses (understanding that income generated by ads goes into general fund and not to the Communications Committee.)

Committee recommends that The Compass newsletter remain as is for rest of 2011 at least – printed copies delivered by mail as well as PDF for electronic delivery – since new editor is just coming on board. Goal is to phase out printed version and deliver electronically only, but since that will take time to accomplish, budget request will be to cover five printed issues in 2012 (assuming no July/August issue again). Over the next few months, Committee and Compass staff will look into newsletter capabilities of new website and also what format(s) are best for smart phones, etc. Committee is asking management for count of residents who have requested electronic delivery of newsletter, as well as number of residents currently signed up for email blasts. Committee recognizes that not all residents have computers, and this will have to be addressed.

Email Blasts: Suggestion was made to have “opt out” program to get more people signed up for email blasts. Perhaps a link on Facebook page and/or “opt out” cards handed out with ID stickers and also at Annual Meeting.

Update Flyers: Committee recommends switching to bulk rate instead of first class to save money. Anything time-sensitive can be announced via email blasts and/or signage.

Homeowner Link: Committee advises canceling this service as email blasts and Facebook page should be sufficient.

Other Mailings: Committee recommends combining budget and Annual Meeting notice mailings and keeping candidates mailing separate. Committee recommends allocating money for three other small mailings rather than one large and two small. If DMS is revised again, people can be notified and asked to pick up at Cameron Club rather than receive by mail.

Website: Committee hopes website administrator’s responsibilities will be expanded due to revised website and thus advises against any cuts in her budget. Committee recommends no change to structural changes budget or website hosting fee. Committee is waiting for status of requested website changes. More information is needed on how social networking/bulletin boards work.
Website Ad Rates and Policy: Wording was reviewed and changes made to reflect ad placements on revised website. Prices will remain the same for now. Committee agrees that advertisers may contract for one to six months of website advertising, but newsletter advertisers will still be limited to one month at a time.

Community Media Kit

A recommendation was made to develop a community media kit that would advise businesses of opportunities to reach Cameron Station residents, such as through advertising, sponsorships etc. Kit would be distributed electronically. Will be discussed further.

Welcome Kit

Committee will contact management for copy of Welcome Kit to review as it has not been revised in several years. Committee discussed encouraging local businesses, as well as Cameron Station retailers, to provide discount coupons for residents with generic expiration wording -- “Good through end of the year” -- so that management would not have to worry about coupons expiring.

Restaurant Review Stipend

The Committee recommends against providing a $50 stipend to The Compass restaurant reviewer, believing that the newsletter should not pay for content of any kind.

Adjournment

The meeting was adjourned at 9pm.

Respectfully submitted,
Patricia Sugrue