Cameron Station Communications Committee
Meeting Minutes
September 19, 2011

Members Present: Carolyn Bedi, Cheri Avila, Donna Gathers, Jamie Test

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

2012 Budget

Newsletter: The committee discussed how to transition to an all electronic newsletter without a decrease in readership. The committee will work with website administrator and management to research website functionality with the newsletter module as well as understand costs of the printed version.

Email Blasts: Suggestion was made integrate advertising into a well designed email template as an added revenue stream. The committee will also research best practices with the website administrator to determine what other improvements can be made to email distribution.

Website: The committee will ask the website administrator to provide recommendations and a tutorial on the discussion board system in a effort to improve ease of use and overall usage by the community.

Vendor List: The committee will ask the website administrator and management to integrate comments, both positive and negative, offered by residents into the recommended vendor list. The committee has received complaints from residents who have had negative experiences with preferred vendors. The goal of integrating the reviews by neighbors is to increase transparency and streamline the process.

Website Ad Rates and Policy: The committee will request the website statistics to determine if advertising rates are appropriate. The committee also suggests inserting an advertisement into the online advertising rotation that encourages potential advertisers to purchase advertising.

Community Media Kit: Select members of the committee will prepare an outline for a media kit for the community to be distributed to prospective advertisers.

Adjournment

The meeting was adjourned at 8:40pm.

Respectfully submitted,
Jamie Test