Members Present: Jamie Test, Carolyn Bedi, Barbara Martinez, Ana Kelly, Pat Sugrue

Members Absent: Cheri Avila, Donna Gathers

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

Chairperson Jamie Test enumerated the various initiatives the committee needs to work on, suggesting that members divvy up the responsibilities so work can proceed in a timely manner.

Media Kit
Donna Gathers and Pat Sugrue will spearhead the development of a webpage for prospective advertisers that will provide demographics on the community, advertising policies and opportunities, sponsorship opportunities for community events, and contact information.

Email Blasts
Jamie will work with management to improve the formatting of the blasts and to make them less repetitive to improve readership. There was discussion on how to get more residents signed up for email blasts, which is the community’s primary means of conveying time-sensitive information. Suggestion was made to have email sign-up sheets at various community meetings and events and perhaps bring I-pad to events to permit residents to sign up immediately. Previous recommendations including requiring residents to provide email address in order to get yearly sticker for ID and visitor parking pass; however, there would need to be opt-out provision.

Welcome Kit
Pat will contact management for copy of existing Welcome Kit to review contents.

Website
Barbara Martinez will put together a punch list of website items to review with committee, management and webmaster. Committee is unclear as to who has posting responsibilities for various items.

Vendor Discount Section of Website
Concerns were expressed about potential legal issues. Jamie will contact committee’s board liaison, Phil Ludvigson.

Committee Surveys
Committee is concerned that community decisions are often based on survey results which are not scientific enough, do not garner enough responses and thus are not necessarily representative of the community. Jamie will send email to board for further discussion.

Robocalls
Committee is concerned that system is not cost-effective and recommends eliminating it or looking into other payment options such as paying per call rather than flat fee. Discussion as to whether posting emergency info on Facebook and Twitter would reach more residents.
WiFi in Cameron Club
Jamie will email board to inquire about getting WiFi back into Cameron Club.

Budget
Committee will consider various communication needs such as a survey template for next year’s budget.

Committee Membership
Discussion about the need to reach out personally to neighbors to find more committee members.

Block Captains
Discussion about having captains for each block to help disseminate news and information.

The meeting was adjourned at 9:15pm.

Respectfully submitted,
Patricia Sugrue