Cameron Station Communications Committee  
Meeting Minutes  
July 16, 2012

Members Present: Donna Gathers, Jamie Test, Barbara Martinez, Pat Sugrue

Members Absent: Carolyn Bedi, Cheri Avila, Ana Kelly, Phil Ludvigson (board liaison)

Others Present: Scot Christenson

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

June Minutes  
Approved.

New Member  
Members present unanimously approved adding Scot Christenson to the committee. Donna will send Scot an application form to complete and send to the board for approval at the August board meeting.

Committee Chairperson Responsibilities  
Committee information on the website is incomplete and often out of date, and it is the responsibility of each committee’s chair to provide this info in a timely manner, as well as provide a short update of committee activity for each issue of The Compass. Donna will email the board asking them to remind the committee chairs of these responsibilities which will help improve communication between committees and residents.

Media Kit  
Pat presented an outline of how she and Donna view the media kit for the website. Pat will contact Airielle and Meghan to discuss and will contact the Events Committee to discuss sponsorship opportunities.

Welcome Kit  
Scot will review edits Pat has made, and then Pat will meet with Airielle and Meghan to get the kit revised. Pat will contact retailers to review coupons.

Budget  
The committee strongly recommends that the Homeowner Link be dropped. Its value does not seem to warrant its expense. The committee feels it is more important that the community be notified of news and emergencies through email blasts and/or texts. Jamie will contact Airielle and Meghan about how better to capture email addresses so that most of the community receives email blasts. One recommendation is a special mailing with a postage-paid envelope asking people for their emails and explaining they will be issued a temporary password for access to the website and inclusion in the blasts. Barbara researched the system Bright Start uses for notifications, and it is free – RainedOut.com. It uses email and text and is also something to consider.

In reviewing other elements in the budget, the Newsletter budget seems appropriate. The amount of money in Other Communications covers items not controlled by the committee – Donna will review with Airielle and Meghan and discuss recommendation for redirecting Homeowner Link money into special email mailing mentioned earlier. Although only a small portion of the Website budget has been spent to date, site revisions are planned. Committee also wants to reexamine need for outside computer consultant as Cindy does not seem to have much to do. Committee also discussed concern about major decisions in community being based on
small number of responses to surveys. May want to use some of Website monies to hire a consultant to design more scientific surveys and determine how to get more people to respond.

**WiFi in Cameron Club**  
Jamie was informed that this will be part of Cameron Club renovations.

**Meeting Adjourned**  
Meeting was adjourned at 9:10pm.

*Respectfully submitted,*  
*Patricia Sugrue*