Cameron Station Communications Committee
Meeting Minutes
May 20, 2013

Members Present: Cheri Avila, Donna Gathers, Bill Love, Barbara Martinez, Pat Sugrue
Members Absent: Kimberly Dillon
Call to Order: Meeting was called to order at 7:40pm

Membership
Ana Kelly and Jamie Test will not be renewing their membership; Cheri Avila and Pat Sugrue will. Committee is now down one member.

Finances
On budget.

Website
Bill provided Webalizer usage statistics. Is looking into Google Analytics and will advise which provides more useful information.

Committee to review website before next meeting and discuss ways to make information easier to find, and also what information needs to be protected for resident use only. Media kit is ready to be posted but will hold until next month’s discussion. Interactive vendor listing on hold for input from HOA attorney.

Members not clear on who does the updating of the various areas of the site.

Website Advertising
Discussion about 28-day commitment and whether it should be longer, and what collection procedure is for ad payments.

Newsletter
Committee agrees with Compass recommendation to limit size of ads to ¼ page; rate increase under consideration.

Letter to Residents
Management advised that there were many website registrations received in response to committee’s letter to residents.

Email Blasts
Committee discussed changing sender line to “Cameron Station Weekly Bulletin”, ultimately decided on “Cameron Station News” for brevity as many residents are reading news on a smart phone. Recommend subject line lists some of the new information that week. Time-sensitive information should appear first in blast, followed by other news. Information that has appeared in other blasts but needs to be repeated should be at end.

Meeting adjourned at 9:15pm.

Respectfully submitted,
Patricia Sugrue