Cameron Station Communications Committee
Meeting Minutes
June 17, 2013

Members Present: Cheri Avila, Kimberly Dillon, Donna Gathers, Bill Love, Barbara Martinez, Pat Sugrue
Other: Scot Christenson,
Absent: Jon Dellaria
Call to Order: Meeting was called to order at 7:35pm

Website
Bill provided Google Analytics information and signed up each member so that entire committee will be able to access information. In one month, there have been 8,249 hits, 2,218 of them unique. Top 10 hits are pool/club, shuttle, news, retailers, vendor listing, HOA fees, clubs/groups, Cameron Club renovation, site map and facilities passes.

Log-in is currently required for resident profile, community directory, bulletin board, and vendor listing. Committee does not see need to protect other sections at this time. Donna to condense/revise current disclaimer and attorney input for vendor listing and it can then become active.

Bill volunteered to review website before next meeting and note items that need removal or improvement.

Pat will add some demographic information to media kit and contact Compass editor for new ad rates, and it will then be ready to be posted. Other advertising info currently on site will be removed. Kimberly has offered to create design for media kit rather than just posting text.

Donna to contact management to determine which website actions are performed by Terence, Arielle, Meghan, and Cindy and who manages the community’s Facebook and Twitter accounts. She will also discuss calendar which needs updating and improving.

Website Advertising
Advertisers need to be encouraged to advertise on website. Only one ad is currently there. Committee recommends keeping the 28-day minimum commitment, but offering 10% discount to advertisers willing to book for three months.

Email Blasts
Management has improved blast by putting news items in subject line, reducing length of news items and putting new ones before old, and referring readers to website for additional information. Donna will request that “sender” be changed to “Cameron Station News,” which should be removed from subject line. Committee also suggests adding “Follow Cameron Station on Facebook” hyperlinked to the CSCA Facebook page in the footer of each email blast.

Meeting adjourned at 9:05pm.

Respectfully submitted,
Patricia Sugrue