Cameron Station Communications Committee
Meeting Minutes
August 12, 2013

Members Present: Jon Dellaria, Kimberly Dillon, Donna Gathers, Bill Love, Barbara Martinez
Absent: Cheri Avila, Pat Sugrue
Others Present: Scot Christenson
Call to Order: Meeting was called to order at 7:40 p.m.

Minutes from June meeting approved unanimously.

Advertising Policy
A resident had complained that a free event hosted by a for-profit business was promoted in the weekly e-newsletter. Management has apologized for the oversight. In addition to Cameron Station events, the e-newsletter should only include promotion of civic or non-profit events. At the discretion of management, news about for-profit entities that is of broad community interest could be included (news about the Landmark Mall redevelopment, for example). The committee discussed the possibility of allowing businesses to advertise in the e-newsletter and all voted against it in the interest of keeping the e-newsletters short and promoting readership.

Committee Budget
The committee approved the budget as prepared by Donna for presentation to the Financial Advisory Committee. This year, the budget proposal does not include items over which the committee has no supervisory role, such as mailings sent by management. The committee noted that the print newsletter is on track to break even for 2013 given the advertising revenue it generates. The budget proposal includes an increase in website maintenance costs in line with the committee’s desire to see it more frequently updated and improved.

Website
The committee voted to approve an upgrade to the latest release of the Joomla CMS, which is included in Terrence’s annual service contract and does not represent an additional cost.

The committee discussed outsourcing website updated (events, fitness schedule, meetings) to Cindy. The first step is to create a list in collaboration with management of updates to be made on a regular basis. The committee also would like Cindy to prepare a report on website traffic on a quarterly basis and update the online media kit based on that report.

Community Branding
Kimberly has been working on the design of the Welcome Kit. She observed that the branding on the website does not match the community branding, which is generally green and gold, like the sign at the Duke St. entrance to the community. The committee agreed that that traditional branding should be maintained when possible. As the upgrade to the website CMS presents an opportunity to adopt a new template, Bill will ask Terrence if he could suggest templates that might better reflect the green/gold color scheme and traditional feel of community materials.

Meeting adjourned at 8:50 p.m.

Respectfully submitted,
Barbara Martinez