

**SBCA Communications Committee**  
**Minutes**  
**November 2, 2017**

- Call to order at 10:03 am
- Members Present: Vicki Derrenberger, Judy Gill, Rick Hellewell, Jen Portz, Christine Spagle, Patricia Webber and ex-officio Gil Skinner and GM ark Torres.
- A quorum was present.
- The minutes for the September 25, 2017 meeting were approved as was the agenda for this meeting.
- Discussion of revised home page by Hellewell.
  - Should be clean/uncluttered/limited text
  - Top line menu is acceptable with addition of “Search” box at the far right of the menu items
    - Home, Event Calendar, Activities, Amenities, Governance, Villages, About US, Contact and Search
  - There will be a slide show of between 3 – 6 photos (photos TBD)
  - Below slideshow photos, 6 boxes, click on the box will take user to that item with additional bullets
    - Activates
    - Association
    - Amenities
    - Newcomers
    - News
    - Save the Date
  - Required items (e.g. copyright) will be at the bottom of the page
- With agreement reached on the format of the Home page, the next step is to consider bullets and verbiage that will appear in the drop down/2<sup>nd</sup> tier menus from the top line menu tabs as well as from the 6 boxes. See the attached for a “picture” of the Home page. Torres distributed a site-map handout with a listing of current information items on the website – our homework assignment is to review the list, determine if all these items need to be included in the new web design and then determine where those that should be included will go and if there are additional items that need to be included.
- Very brief discussion of the needs for this committee to address incoming and outgoing information
  - What should be posted on the web (i.e., “advertising”, announcements from members, community events)?
  - What types of items should be distributed via e-blasts?
  - Do we need a policy or make decisions on a case by case basis?
  - What can we do to reduce the volume of duplicate information items our members receive (i.e., same information from different senders)?

Assignment for next meeting is to address the site-map handout of includible items from Mark and begin populating the home page main menu items.

Next meeting Thursday, December 7, 2017, 10:00, location TBD.