

**SBCA
Communication Committee
Minutes – August 22, 2017**

Meeting commenced at 10:01 AM. Present were Christine Spagle, Vicki Derrenberger, Judy Gill, Rick Hellewell, Jen Portz, Patricia Webber and ex officio members Gil Skinner and Mark Torres.

Committee members approved by the SBCA Board of Directors:

Christine Spagle, Chair
Vicki Derrenberger, Board Member
Judy Gill
Rick Hellewell
Jen Portz
Patricia Webber

As this was our initial meeting the first item of business was the existing Communication Charter and whether it needed to be altered, accepted as is or replaced with a new Charter. It was determined that we would accept the existing Charter.

Patricia raised the question what it is that this Committee is meant to do. Discussion resulted in several categories that need work:

Controlling Inbound (e.g. PLVC, LMC, PLA) and outbound (e.g. e-blasts, website, Voice, Bulletin Board) communication;

SBCA website - make it easier to navigate, user friendly. Intuitive, and welcoming for members, and have it structured to contain “operations” information and “fun” information such as upcoming social events;

Developing protocols for:

E-blasts – who determines when they’re sent out, type of information, coordination with LMC, PLVA, PLA (Gil and Mark are coordinating with those groups to reduce duplicate information to members),

use of other Association communication tools such as the Bulletin board – who can post: member/non-member/for-profit/non-profit/community groups and so forth;

Using The Voice as part of our communication strategy;

Desirability of a Newsletter – incorporate into the Website;

Need to assist/educate some members on use of digital tools since other than The Voice very little is communicated by paper;

Marketing of South Bay – attract new homeowners as well as non-members (as additional revenue source);

Initial focus will be on updating the **website** since it is the most impactful on our members and is the hub for most information. Rick provided insight into use of Word Press as a platform and volunteered to create a Word Press site for SBCA. Mark has some ideas that he will forward to Rick

prior to our next meeting. Additionally, committee members will take a look at our current website to see what works for them/ what doesn't and relay that at our next meeting.

Next meeting: September 26,2017 from 10:00 A.A. til noon, Bay Club Conference Room.

Adjourn at noon.