

**South Bay Community Association  
Communications Meeting**

**Tuesday August 28, 2018 - 9:30am**

**DRAFT UNAPPROVED**

1. Call to Order Vicki Derrenberger - 9:35am.
2. Introduction of new committee members – Susan Shadrick and Phyllis Waldenberg.  
Email received from Jen Portz stating that other commitments require her to resign from the SBCA Communications Committee.
3. Determination of Quorum: **Quorum established.** Vicki Derrenberger, Rick Hellewell, Susan Shadrick, Phyllis Waldenberg and Ex-officio member Mark Torres present.
4. Approval of Agenda. **Approved unanimously.**
5. Approval of July 11, 2018 meeting minutes. **Approved unanimously.**
6. Old Business –
  - a. Update on Website Page Content – items that are still needed/corrections made:
    - The schematic for the Great Room needs to be updated. Mark stated that Melinie is working on this.
    - Pictures are still needed for the Board of Directors and Mark will be taking these at the workshop on 8-29-18. We also need pictures for any new employee (i.e. Zach).
    - Once the Board has finalized the amended version of the Bylaws this needs to be posted.
    - Mark will update the SBCA Meeting dates and post current agendas.
    - For the Emergency Preparedness page, Pat Lohrey provided us with a 2018 list of South Bay Area Captains. This needs to be updated annually.
    - An SBCA member pointed out an inappropriate link under Community Groups. The link was for PLAL (Prolife Action League). It was noted that this should have been PLAL (Port Ludlow Artist League) and the correction was made.
    - In a previous meeting it was suggested that links be added for the Jefferson County DCD and Department of Public Works, but consensus today was that members could just go to the County Website. It was suggested that a link for Jefferson County Permits be added to the ARC page. <https://www.co.jefferson.wa.us/532/Permit-Information>
    - Regarding the Contact PLSBCA recipient list, the emails associated for the Board of Directors was updated as were the emails for the ARC Committee. Mark stated that for the Bay Club Staff any messages should go to [bayclubgm@wavecable.com](mailto:bayclubgm@wavecable.com) and he will forward those to the appropriate staff member.

b. Update on Status of New Photos for Website – The current pictures are nice, but we still need overall images with people in them. A question was posed whether or not we need a release and consent to display these pictures. Generally, you can take pictures of any person who is in a public place as most people don't expect privacy there, but it would be polite to ask them before publishing their picture. Sheila passed out a sample consent form at an earlier meeting which we can review at next month's meeting. The website does have a Privacy Page which explains the individual's access to and control over their information.

c. Village Pages – issues and information still needed:

- Descriptions are needed for Fairway and Fairwood. Names and email addresses for all Village Boards and ARC's need to be updated. Heather has been working on this and will provide the current list.
- d. Policy for posting meeting minutes – At the June 18<sup>th</sup> meeting there was a consensus by the committee members that on the Committee pages, one year of meeting minutes will be posted. The earlier minutes will be archived. Most people looking at the website want to stay in touch and are looking for current information. A policy will be written up which will state that a full year of Meeting Minutes (January – December) will be posted on every committee page.
  - Need Finance to tell us what they want to show on their page (i.e. which reports, etc.).
  - Need Facilities to tell us what they want to show for the reserves. We have the reserve studies but how do we convey what is actually being done?
  - The policy should provide consistency among the committees. It should include such items as: the Committee Chair will provide an agenda no less than 3 days before the meeting; there should be a standard format (template) for agendas; meeting minutes should be posted no later than one week after the meeting; there should also be a standard format (template) for meeting minutes; the minutes should be circulated to the members for comments prior to posting; minutes are posted as drafts at which time the previous minutes are changed to show approved.
  - The policy should also identify areas on the website that need to be reviewed and at what interval (put notation on calendar).
  - The policy should also identify responsibilities for various tasks.

## 7. New Business

- a. Information Posted on Entry Monitor – Policy for allowed content and any requirements of what is submitted (format) – There have been recent posts/misinformation on Nextdoor. The issue is loose flyers and posters – people are not happy with the binders in the coffee area. Items that are truly member interest will be featured on the wall mounted monitor. These could be promo pieces, benevolent or local community events and the daily schedule. A second “digital” bulletin board will be on the table, it will be sleek and black. This will be a touch screen with thumbnails for topics such as Class Information. Other member interests such as Travel and Health and possibly a Classified Section (where items would be posted for a set time period such as 30 days).
- The best way for anyone wanting to post something on the monitors is to send an email with an attachment. These can be sent as a word doc., pdf, or jpeg. Landscape orientation is preferred over Portrait. If an item is presented on paper it can be scanned and converted into an image.

- Use of the monitor will target members during regular hours. For an after-hours event the monitor could be customized to that event.
- Once this process is perfected we might consider having a subsite on the website with the same content. Another idea is to add to the FAQ – How can I post something at the Bay Club?
  - b. Responsibilities for Website Accuracy/Meeting Minutes by Committee Chairs - Interaction with The Voice for Content - Criteria for e-Blasts – Other: Meeting minutes by Committee Chairs discussed above.
- For The Voice Content we should come up with a template for the committees which gives a brief description of what happened at the meetings then direct members to the SBCA Meeting page for copies of the meeting minutes. Content should emphasize events that are coming up. Each month could focus on what is available at the Club. Perhaps a list of what’s in the Fitness Center. Promo piece for exercise instructor led classes. We should have others produce the content and then the committee will edit/decide what goes to The Voice. We could highlight the work of a particular committee or a member of the staff (what this person does - such as billing for groups or coordinating and scheduling group activities). Emphasize who to contact and how things work. Put a promo piece about the website.
- Some content that might go to The Voice could also be part of an eblast or quarterly newsletter. Eblasts are mostly used for news and activities.
- Discussion on Cookies – currently anyone using the website sees a notice that we collect cookies and they must consent to continue. The cookies expiration is 365 days. This is required for anyone in the European Union. It is not required for US based sites, but more sites are implementing this because if someone from a EU state visits our site they must be told if personal information is being collected.
  - c. Regular meetings to be scheduled 4<sup>th</sup> Tuesday of every month – the Board has directed that all committee meetings be held on a specific day and time. Communications will now meet the 4<sup>th</sup> Tuesday of every month at 9:30 am.

8. Assignment for next meeting – review website for accuracy, inconsistencies, missing content.

Adjourned 11:15 am. – Next Communications Meeting is Tuesday, September 25, 2018