

South Bay Community Association
Communications Meeting

Tuesday September 25, 2018 - 9:30 am

DRAFT UNAPPROVED

1. Call to Order. Vicki Derrenberger 9:33 am
2. Determination of Quorum. **Quorum Established.** Vicki Derrenberger, Susan Shadrick, Phyllis Waldenberg present; Rick Hellewell absent.

Also present: Mark Torres and Zach Royer

3. Approval of Agenda. **Approved unanimously as amended to start with discussion of the Facebook Page Proposal.**
4. Approval of August 28, 2018 meeting minutes. **Approved unanimously.**

Facebook Page Proposal – Zach Royer presented a proposal for creating a Facebook Page for the Port Ludlow Bay Club.

- This would improve both internal (private messages between employees) and external (public posts to members/visitors) communications.
- It would improve recognition of the Bay Club by allowing viewers to “like” the page, and/or viewers could “share” the page for specific events (a means of free advertising).
- This would also allow for a potential revenue stream if organizers holding events at the Bay Club or individuals offering services in the area want to pay a small fee to have their event added to the event section.

Committee discussion included the need to have this as a one way means of communication and not interactive. The Facebook Page would be a generic community bulletin board. The content would be kept fresh with constant postings and would provide instant gratification. Pictures could be taken during an event and posted immediately for others to view.

- A motion was made to allow Zach to develop and maintain the Port Ludlow Bay Club Facebook page. **Approved unanimously.**

5. Old Business –
 - a. Update on Website Page Content – We need to prioritize what still needs to be done:
 - Must first finish the content.
 - Determine individual responsibilities and at what frequency things must be reviewed/updated.
 - Review all verbiage and see that corrections are made.
 - Look at transitioning from this template to one with a more contemporary theme.

- b. Update on Status of Photos for Website –
- Still looking for additional pictures with people in them. Some exist from recent End of Summer Games and Music on the Green. These were taken and posted on the Great Room TV Monitor before the events were over generating a positive response from those participating.
 - There was an issue of the newest Board member pictures appearing sideways on ipads and phones as well as some overlap of content. Rick had indicated that this could be a theme issue and is checking with the theme developer support area to make corrections.
- c. Village Pages -
- Vicki has obtained descriptions for Fairway and Fairwood as well as new board information from all Village presidents and will send corrections to Rick for updating.
- d. Policy for posting meeting minutes/template for agendas and minutes –
- Still need to determine which committees need meeting minutes. Suggestion to create the draft agenda based on manner that SBCA Board uses, realizing that the agenda is then an outline for the meeting minutes. Standard items to include Call to Order, Determination of Quorum, Approval of Previous Minutes, Old Business, New Business, Adjourn.
- e. Entry monitors – update and comments –
- This is being used to promote events specific to members which includes the daily schedule. The Daily schedule is presented more frequently so that members do not have to stand and wait for all items to scroll by. Mark is fine tuning the touch screen monitor to provide the ability to print to the copy machine for those members who have a need for a printed page.
- f. Responsibilities for Website Accuracy/Meeting Minutes by Committee Chairs/Interaction with The Voice for Content/Criteria for e-Blasts/Other –
- One suggested correction was that under the Usage Fee Policy, specifically Exhibit B, that there be a title that says Port Ludlow Groups at the top and an explanation of what Exhibit B means at the bottom to help clarify this page.
 - Mark is comfortable with updating agendas, meeting minutes, Village information and governing documents. Committee Chairs need instructions as to when agendas and minutes need to be submitted to Mark.
 - For News and Events there is a need for a dedicated person to keep the content fresh. This could work closely with items posted on the Facebook page.
 - This committee needs to manage the SBCA content that appears in The Voice. We need consistent place holders and should pull information from all sources of communication. This includes content on the TV monitor, touch screen monitor, website and Facebook page. It is important to inform the various organizations how they can promote an event on all modes available through SBCA. Content and placement will be an internal decision made by the SBCA Board.

- Current Voice content is often outdated. There needs to be a statement on the South Bay Page of the Voice that says Please check SBCA Website for Corrections.

6. New Business

- a. Facebook Page Proposal – see notes above
- b. “Did you know?” Articles/South Bay Newsletter – Are we duplicating material or providing various means for members to obtain information?
 - Members can be reached via the TV monitor, e-blasts, the SBCA website and/or a member newsletter.
 - The TV monitor promotes specific events which are relevant to members. The Touch screen allows for promotion of community events.
 - Eblasts are sent directly to members and content of these need to be relevant to member interest.
 - The website is another form of communication, some will seek it out others won't.
 - The newsletter is a more specific target. It can be used for reminders, keeping things in mind such as there is an arc and an application process. It can contain forward looking items. It could be utilized to get information out ahead of time. If considering a newsletter then a template with headlines could be created. Content would come from committees/individuals and be given to communications to put into the newsletter.
 - Everyone else (realtors/possible buyers/community) can be reached via the SBCA website and Facebook.
 - The website is no longer password protected and information is available to potential buyers and realtors.
 - Facebook can be used for promotional pieces and can be viewed by members as well as everyone else.

7. Assignment for next meeting – Identify sections that could be incorporated into a newsletter template which could then be updated each month with current information (Save the dates; ARC reminders, Committee Dates and Times).

Adjourned 11:30 am – Next Communications Meeting Tuesday, October 23, 2018