

**South Bay Community Association  
Communications Meeting**

**Tuesday October 23, 2018 - 9:30am**

**Draft Unapproved**

1. Call to Order. Vicki Derrenberger 9:30 am
2. Determination of Quorum. **Quorum Established.** Vicki Derrenberger and Susan Shadrick, present; Rick Hellewell absent.

Also present: Mark Torres and Gil Skinner

Committee needs additional volunteers. Mark will work on an eblast regarding this.

3. Approval of Agenda. **Approved unanimously**
4. Approval of September 25, 2018 meeting minutes. **Approved unanimously**
5. Old Business

**Updates on the following:**

- a. Village and other Website Pages
  - Rick has updated all village information based on input from Village Boards.
  - Still missing picture of newest staff member, Zach Royer.
- b. Entry Monitors - review promotion of events at the Club using entry screen, etc.
  - The donated touch screen is not working properly. Mark to price out cost of a bigger touch screen.
  - The greatest challenge is to keep things up to date. Information on Entry Monitor, Touch Screen, Facebook Page and Website need to be monitored closely to ensure that all these communication tools are consistent in appearance and content.
- c. Facebook Page
  - Currently has 29 “Likes”.
  - Having the daily Bay Club schedule posted is good.
  - Time to promote the page – need to write an eblast.

**Actions to take on the following:**

- a. Policy for posting meeting minutes/template for agendas and minutes
  - Vicki and Susan to develop Standards and Procedures for all committees and committee members.
- b. Who is going to manage posts?
  - Website – Mark and Rick
  - Entry Monitor and Touch Screen– Mark and Zach
  - Facebook Page – Zach

- Communications Committee needs to monitor for consistent and accurate information. Need to oversee continuity – make sure the same Logo’s and reference (The Bay Club, SBCA, Port Ludlow Bay Club) are being used. Need to assign a committee member to look for events that have expired and have them removed.

## 6. New Business

- Begin process of reviewing exact template (design/look) of final website
  - Vision is to have a cleaner look. The website is not in sync with the look of the Club. It appears dated and we need something more contemporary.
  - Would like to see the contact information and phone number stand out more.
  - Acknowledged that the current website was a lot of work to add all the links. Need to check with Rick to see if we could switch to a different template and if so would this be easy to do, or would it be a lot of work.
- Managing Voice content month-to-month
  - Deadline to submit content is 10<sup>th</sup> of the month. SBCA has 1 ½ pages.
  - Possibly transition from monthly meeting summary to more of a newsletter content. Come up with a template. Need to have more people contribute. Various Committees can submit articles. ARC can have “reminders” on application process; Facilities can promote exercise facilities; Communications can focus on how to submit promos for the monitors and Facebook; Activities can pick an event and write a promo or touch on upcoming events. There could be a monthly message from the GM or the Board. Could use a mix of historical versus forward issues.

## 7. Assignment for next meeting – Vicki and Susan to work on consistent look and content of Website, Entry Monitors and Facebook Page.

Adjourn 10:30 am – Next Communications Meeting Tuesday, Nov 27, 2018