

South Bay Community Association  
Communications Committee  
Minutes – Draft  
April 8, 2020

1. *Call to Order:* The meeting was called to order at 11:02
2. *Quorum: Present:* Jenise Harper, member; Susan Shadrick, member; Tom Sprandel, member & chair; Mark Torres, GM; Ray Sheldon, board president. *Absent:* Bart Clark, member
3. Approval of Agenda: Approved.
4. *Approval of Minutes:* Minutes of Jan 6, 2020, approved as amended: “Minutes of Dec 8, ~~2020~~ 2019”. There was no February, 2020 meeting. The March meeting was cancelled do to the special board meeting that dealt with the Covid-19 crisis.
5. *Old Business:*
  - a. May Articles: Voice deadline April 8<sup>th</sup>
    - ~~It was agreed to include committee meeting schedule, but to leave out call-in telephone numbers. Committee chairs to verify details.~~
    - Readers will be referred to plsbca.org for committee meeting schedules.
    - It was agreed to not publish the policy and practice regarding dues payments.
  - b. June **Articles:** Voice deadline is May 8<sup>th</sup>.
    - It was agreed that an article about the South Bay villages would be a good idea, either in June or later.
    - Health and Fitness will come from Dean
    - Presidents Reportv
    - Managers’ Report
  - c. **Articles to Reconsider for later:**
    - Refinish Auditorium floor, determine how new floor will be protected, then communicate. April
    - ARC will have updates on design standards, probably by April. Will include tree trimming regulations and notification requirements. Bill Dennis
    - Write an FYI on tree trimming. Review for accuracy with ARC. Look at website. Major stumbling blocks. Notifications.

- Things we wish we had known.
- Communication issues: Tom or committee
- Over 65 vs Under 65 membership (marketing)
- Giving back to the community
- Club User Fee Policy: Communicate only board decisions as published in SBCA BOD minutes.
- Membership market survey polls for various issues.
- Articles on Villages

## 6. *New Business*

### *a. Targeting email messages*

- Establish list of categories (Tom will circulate a list to the committee for consideration, )
- Keep the list manageable, perhaps 5 to 10.
- Include in annual meeting package.
- Could be set up so that individual members can adjust their own profile, but not initially

### *b. A Weekly or Biweekly Eblast*

- Send eblast of one or two topics every week or two
- Jenise Harper will edit
- Tom Sprandel will collect articles from the authors
- Topics will include but not be limited to: Presidents personal remarks, GM's periodic summaries of club issues, Committee chairs' news, light hearted stories, etc.
- The first issue will be targeted for April 17<sup>th</sup>.

7. *Adjournment:* The meeting was adjourned at 11:50 AM.

8. *Next Meeting:* Wednesday, May 6 11:00 AM

Submitted by,

Tom Sprandel