



## COMMUNICATION COMMITTEE MEETING Recap

Date: Tuesday, Jan. 14, 2020

**MEMBERS PRESENT:** JOHN TOZZI, JOE CAPOTRIO, ROB JORDAN

**MEMBERS ABSENT:** NONE

**BOARD MEMBERS PRESENT:** TERRY RETTER, CRAIG HANSON

**BOARD MEMBERS ABSENT:** NONE

**STAFF PRESENT:** ROBIN BOLSON

**HOMEOWNERS PRESENT:** MARILEE WATTS, ANNETTE DAVIDSON, GARY KEE

### 1. Call to order and introductions for the Communications Committee Meeting

Joe called the meeting to order at 4:03 pm.

### 2. Approval of the Dec. 17 Meeting Recap

John made a motion to approve the December meeting recap.

Terry seconded this motion. All in favor.

### 3. Board Communications –Terry

None.

### 4. Election of Chair and Vice Chair for 2020

John made a motion to appoint Rob as chair and Joe as vice chair. Terry seconded the motion. All in favor.

### 5. Goals for 2020 and Discussion of Measurement Criteria

- a. **Evaluate alternatives and select a method (app) for providing 'push' notification to members' mobile devices that will facilitate timely communication/reminders of upcoming SOA events, news and Board actions.** Discussion on what should be included. Important announcements from SOA – reminders of Board, Committee meetings as a start. Rob suggested testing FirstResidential option, see how it works. Robin to send a notice to all phones registered through Connect and see how many opt in. Joe pointed out that Robin should put a blurb in Somerset Happenings giving owners a heads up that they will receive this message. Terry said Board should be informed of this.

Goal: Implement by end of March.

- b. **Improve effectiveness of SOA communication by expanding/validating the member contact information in our database (email addresses and phone numbers).** Joe pointed

out that once we know who we don't have in our contact list we should run a campaign to get the people that we don't have "on board." Craig suggested that Robin develop a "helpful hints" for people who are not seeing email blasts.

Discussion ensued about homeowner "data" being stored in two separate data bases (FirstService Residential plus MailChimp and website/IBS) and how to manage/meld/use it for more effective communication via email, text. John stressed that homeowners should know that they have to update your data in two places. No apparent easy solution. Robin will write a piece urging residents to update their information and will include it in magazine and Happenings.

Goal: Implement by September before budget season.

- c. **Develop meaningful, informative content for the SOA webpage.**

Goal: One article per month by various committee members.

- d. **Send at least four homeowner surveys this year.**

Craig pointed out that he got a copy of strategic plan and he has no clue how community feels on issues. How do residents feel about the community - general appearance, landscaping, etc.? Rob:

Communications could gather data to help Board understand community, starting with strategic plan. Terry suggested Board could ask Communications to gather feedback from community on specific issues. Rob and John will attend next Facilities meeting. Robin will find last survey and send to committee. Rob suggested it should be an annual survey at a specific time of year so owners expect it.

Goal: Four surveys of various types throughout the year.

#### **6. D4 website refresh**

Robin reported that D4 has had staff turnover, including her main contact for design and implementation. Owner has promised he will oversee and expedite this project. Committee wants D4 to finish work we have already signed off on then start exploring new options for website development.

#### **7. Community map for Board meetings**

Robin reported that she finished updating the map and will have this on display at next Board meeting.

#### **8. Robin's Corner**

Facebook numbers are up, MailChimp numbers are up, website is down slightly.

## 9. Wrap-up comments

None

## 10. Homeowner Comment

In accordance with the Association's Parliamentary Procedures, please limit comments to a maximum of 3 minutes per unit.

Gary Kee: new resident of the Village, learned a lot about Somerset at meeting. Committee urged him to think about joining committee.

Homeowner Marilee Watts expressed reservations about selling the Ventana Ridge parcel to the developer.

## 11. Adjournment

John made a motion to adjourn the meeting at 5:27 pm. Joe seconded the motion. All in favor.

**Next Meeting Scheduled for Tuesday, Feb. 18, 2020, at 4 pm**

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