



Communications Committee Meeting

February 28, 2023

10:00 – 11:55 AM

In Attendance:

Maggie Stokes, Chair	Patricia Osmond, Co-Chair
Michelle Hodge	Evelyn Chambers
Bet LeBrun	Brenda McCarthy
Janet Pauley	Jan McCoy
Karen Harding	Kim Paquette (Zoom)
Allan Armsworthy	Tina Boske (Zoom)

1. **Call to Order:** Maggie welcomed everyone and asked everyone to sign the attendance sheet.
2. **Purpose:** Maggie stated that the purpose of the Communications Committee is to ensure, as much as possible, that everyone in Park knows what is going on. Maggie shared agenda for the meeting and noted that the purpose of this meeting is to distribute/divest herself of some of the responsibilities and workload that she has been solely doing for the past three years.
3. **Newsletter:** Maggie introduced Bet LeBrun, editor of the Sunset Palms Spotlight (newsletter), and noted that she has been doing a fabulous job. Maggie noted that the content of the Newsletter had changed since COVID. While the newsletter is doing well under Bet's leadership, ideas and/or assistance for new articles; maybe add new columns or reintroduce columns that had been historically in the Newsletter (such as Recipes and Poetry Corner), might be appreciated. We need to design content so that people 'want to read it'. Bet reported that recipes had been of interest in the past; the Poet's corner is in the March month and just happened when Ralph Payne submitted poems; there is a limit to the number of words and pictures that can go in but people do want pictures; fourteen pictures were put in from the recent Craft Show; people want names printed, such as who wins at the card games. Help with doing the Person of Interest and Mystery Person columns would be appreciated.

- a. Bulletin Board: Question arose as to who can use the Bulletin Boards? Postings are for more than Social Club Events (e.g. travel, deep sea fishing). Maggie stated that Bulletin Board is for all Sunset Palms Residents.
 - b. Anniversaries/Birthdays: Currently information is incomplete, but this should improve once the Census is completed in March. People will have the option to make certain information shared for public viewing. Question arose, "Will the volunteers collecting census information be held to oath of secrecy?" Maggie responded yes and outlined that some information, such as telephone numbers, are legally declared to be shareable.
 - c. Suggestion presented that it would be helpful to have information gathered from seasonal residents on date you are leaving, date expected to return and to have this information shared on the website. A form to report this information now exists and is available in the folders outside the office. A form was shared for all to review. Suggestion that it would be helpful to have this form circulated with the April Newsletter when many residents prepare to leave. Bet agreed to explore this option or to have form copied on pastel paper and circulated inside the Newsletter.
 - d. Maggie noted that information on person to contact in Emergency needs to be current. This will be collected with Census.
 - e. Bet asked for suggestions for articles for the Newsletter. Suggestions: Hurricane Preparedness, Preparing your Home for Extended Absence. Information on Flood Zones, Did You Know Column – could change depending on the month.
 - f. Did You Know: Michelle Hodge volunteered to help with this. Karen Harding volunteered to assist.
 - g. Positive feedback was provided on the Committee Membership List and Contacts for Social Events that is listed in Spotlight.
 - h. Recipes: Following discussion, it was agreed that the Recipe Column would be deferred for future consideration.
4. **Email:** Maggie reported that we are currently using Mail Chimp, a high-class type of email account. Workload varies, for example some emails may be urgent, such as waterline break. Other types of emails that must regularly be posted are meetings (such as Board Meetings), social club events, and reminders of events. Emails that bounce back and if people accidentally 'unsubscribe' must be managed. People are asked to submit notices 24-48 hours in advance, but this does not always happen. Many submissions need to be reformatted (edit and analyze content) and may have to decide if the request is appropriate for posting. Maggie requested a volunteer to assume responsibility for managing Emails. Those in attendance expressed concern about the daily commitment to be available and the time required. Questions about the possibility to pay someone to manage this was explored. No volunteer was identified.
5. **Phone Book:** Maggie noted that the phone book this year was based on outdated information and should be rectified with the completion of the Census. She noted that we can legally publish phone numbers. In future, residents will be able to put in multiple phone numbers and the area codes will be included.

6. **Electronic Voting:** Maggie reported that electronic voting was introduced quickly during COVID but there was very little uptake; only six people signed up. Maggie reported that mail out of information is quite costly (approximately \$7.00 for each mail out to Canada). Discussion ensued on options for voting (eg. Fax) and why it is required to use the specific two envelopes distributed by the park. Pat volunteered to begin exploring options for electronic voting. (Immediately following the meeting Allen Armsworthy volunteered to help with researching options for electronic voting).
7. **Calendar & Clubhouse Bookings:** To book the Clubhouse for any event, a form must be completed and sent to a specific email address. The request must be reviewed, advise requestor of fees and when approved, the calendar must be updated with the new booking. The Calendar of Events in the Newsletter is also available online and must be kept current. This is important as the Newsletter content is finalized mid-month prior to printing. Janet Pauley and Michelle Hodge volunteered to assume this responsibility.
8. **Sunset Palms Website:** Maggie reported that some information on the website is public, and some is only accessible to residents who must register for access. Currently, many forms are available for printing from the website. The first goal is to have all forms on the website and then to have forms so that they can be electronically completed. Before this can be implemented decisions have to be finalized, such as what address to mail the form once completed. Janet volunteered to help with getting forms on the website Karen asked if we will eventually have one data base. She noted that it would be more efficient if we could pull data from resources such as Resource Property Management. Maggie noted that we need to address security issues. She noted that we do have access to content/information that will help us with Census data collection. Maggie noted that all Board Committees can submit minutes to be posted on our website. Bet noted that dates for meetings, such as Communication Committee meeting, could be published in the Newsletter. Maggie noted this may be a challenge with advance notice.
9. **Facebook:** Maggie noted that there are currently two Facebook pages for Sunset Palms. Additionally, there is a business Facebook page available for Communications that has never been used. Jamie Calandra manages the 'Sunset Palms Social Club by Jamie' and 'Sunset Community Living' is managed by Sheila Thoms and one other person. It was suggested that we approach the managers of Sunset Community Living to see if they are willing to take on expanded role in managing the page for all residents.
10. **Committee Meeting Dates:** Allen asked if participation on committees is open to all residents and could regular meeting times, e.g. Second Tuesday each month, be set. Maggie responded that this could work for some committee but for some committees, such as Exterior Alterations, the work is done as requests are submitted and they rarely have a meeting. Allen noted that he realizes that if meeting is regarding Personnel or Legal, these meeting would be closed. Shareholders seem to want more transparency.
11. **Blog & Twitter:** All agreed that these initiatives would be for future consideration.
12. **Bulletin Board:** Karen asked who is responsible for outside Bulletin Boards and suggested we could make better use of the boards. Maybe significant events could be posted on the board. Janet inquired as to the cost of an electronic bulletin board that could be in front of the clubhouse. Brenda McCarthy volunteered to investigate this.

13. **Upcoming Events:** Suggestion to reduce workload, could there be deadline for submission of notices for following week and, for example, that on Saturday you would get email of everything going on in Park for upcoming week.
14. **COVID Precaution:** Bet asked if the article in February issue on COVID Precautions was helpful? All gave positive feedback.

NEXT MEETING: Tuesday, March 28, 2023, 10 AM

ADJOURNMENT: The meeting adjourned at 11:55. Motion to adjourn by Brenda McCarthy and seconded by Evelyn Chambers.

Respectfully submitted: Patricia Osmond, Co-Chair