

Chapter 12 -Section 12.10

Community Relations Committee

Policy: The Rotonda West Association is authorized by Florida Statutes §720 and §617 to organize according to the needs of the Association. The RWA By-Laws, in Section 10, Article II, allows the Board to establish committees in order to facilitate the over-all operations of the Association.

The Community Relations Committee is hereby authorized as a Non-required Operating Standing Committee according to the Rotonda West Association's Policy for Committees, Section 12.0, to carry out the purposes stated in the Charter below. The Committee is also authorized to make recommendations to the Board of Directors as may reasonably be necessary to advance the interests of RWA. The Board has the option of modifying the Charter at any time.

Charter: The Community Relations Committee's mission is to develop pride in and a positive image of the Rotonda West community. Its role is to promote and conduct community events and activities and to facilitate communication with and involvement of community members. The Community Relations Committee shall be authorized to carry out the following programs and activities:

- 12.10.01 production and distribution of a newsletter;
- 12.10.02 development, maintenance and monitoring of an Association website;
- 12.10.03 annual outdoor Christmas decorating;
- 12.10.04 provision of Christmas parade;
- 12.10.05 provision of a Volunteer Appreciation banquet;
- 12.10.06 provision of Welcome to Rotonda Newcomers Receptions and
- 12.10.07 provision of Rotonda Community event at the Charlotte Stone Crabs Baseball Game;
- other activities as directed by the Board of Directors.

Procedures:

12.10.01 Publication and Distribution of a Newsletter: The Community Relations Committee edits, publishes and distributes the *West Ways* newsletter to Rotonda West members six times a year. The newsletter is funded through the RWA budget.

West Ways Mission Statement

West Ways is the official community newsletter of the Rotonda West Association

published six times each year for residents and property owners world-wide. (*approved by the Board of Directors, July 11, 2007*)

The purposes of the *West Ways* newsletter are to:

1. report proceedings of the Board of Director's meetings;
2. feature community projects initiated by the Association that enhance the appearance of the community and thus increase property values;
3. recognize volunteers who are the backbone of the Association;
4. alert owners to important events during the year, such as Board and Committee meetings, Candidates Night and the Annual Meeting;
5. encourage participation by the members in the affairs of the Association;
6. recognize deserving members who have worthy human interest stories;
7. promote the many amenities of the community and the area, including golf, fishing, boating, wildlife;
8. promote clubs, organizations and activities that serve the best interests of the Association and its members, such as Neighborhood Watch, the Rotonda West Woman's Club, Fiesta Association;
9. define governing documents of the Association such as By-laws and Deed Restrictions, as well as County services for residents and
10. feature additions/modifications to the Association website and direct people to the site for detailed information and to answer questions.

The Editor's Responsibilities are to:

1. report to the Chairperson of the Community Relations Committee;
2. report the facts and avoid any biased or personal observations;
3. identify and delete any material that may be deemed unacceptable for publication;
4. ensure there are no duplication of stories or pictures from other publications;
5. prepare a list of proposed contents in advance of each issue for review by the Community Relations Committee;
6. submit articles in draft form for approval to the appropriate Committee Chairmen or members interviewed or who provided the data;
7. submit page proofs of each issue for review and approval by the Board of Directors, Community Relations Committee and RWA staff;
8. recruit qualified writers, photographers and a layout specialist;
9. work with the printer and review and approve press proofs before printing and
10. ensure the issues are printed and distributed in a timely manner.

The Community Relations Committee's responsibilities are to:

1. assist the Editor as required in order to meet the deadlines and review of the materials;
2. review and ensure that no duplication of articles are contained in West Ways;
3. ensure that every member takes responsibility for ensuring a quality document, whether it be writing, editing, research, photography or other requirements and
4. submit story ideas to the Editor.

Board of Director's responsibilities are to:

1. ensure all articles submitted by the Board or RWA staff are written and submitted by the deadline established by the Community Relations Committee;
2. support and encourage the Community Relations Committee and the Editor of *West Ways*;
3. prompt and professional response to the Editor of *West Ways* on time sensitive Issues and
4. provide the financial support needed to operate and publish *West Ways*.

12.10.02: Web Site: The Rotonda West Association's web site is designed to give the user accurate and current information on the Rotonda community and the Association. The web site is funded through the RWA budget and operated by a webmaster who is a member of the Community Relations Committee and reports to the Chairperson of the committee.

Webmaster's Responsibilities are to:

1. maintain a Rotonda West web presence on the Internet;
2. receive, convert to web compatibility and post to the RWA web site authorized articles, minutes, photos, etc.;
3. keep records relating to web site usage and
4. report to the monthly meetings of the Community Relations Committee on the general status of the web site, new or updated content and site utilization.

12.10.03 Christmas Decorating: A sub-committee of the Community Relations committee which plans and administers the yearly decorating of the public areas of the Rotonda West community in celebration to the Christmas season.

12.10.04: Christmas Parade: A sub-committee of the Community Relations Committee which plans and administers a yearly Christmas parade for the residents of Rotonda West and surrounding areas. This activity is funded under the RWA budget. The following is a chronological portrayal of the procedures used to conduct the event.

May/June

- Place an article in *West Ways* about Parade preparation and planning.

July

- The Parade Committee meets to assign a date and a rain date for approval by the Board of Directors.
- Design, order and mail the *Save-The-Date* post cards. Mail to previous years participants.
- Establish an E-Mail address for the parade and applications.
- Design and order parade flyer/applications – 250 tri-fold.
- Place an article in *West Ways* about Parade.

August

- Receive flyer/applications and comment letters.
- Build a list of old and new participants.
- Build a data base to be used for address labels.

September

- Attend Dearborn Street Pioneer Day parade and hand out flyer/applications.
- Purchase trophies.
- Using address labels, mail flyer/applications assigning a deadline of 3 weeks prior to parade.
- Post Flyer/Application on the RWA Website and begin bi-weekly releases to newspapers, radio, etc.
- Assign one person to receive mail and on-line applications.
- Assign one person for phone questions.
- Prepare instructions and Map.
- Place an article in *West Ways* about the parade.

October

- Contact judges – Question their stand requirements and other needs. Contact WENG radio.

November

- After deadline – parade committee begins line-up staging. Any marching bands will enter at Rebel Court. Keep them close to the front. Spacing is important. Spread out marchers, cars, music. Santa and Mrs. Claus always last.
- Mail instructions with map to all participants with their staging number to be located in front passenger window for judges.

- Contact Fire Dept. to lead the parade. Contact Porta Pottys for placement (1) in staging area (1) at Rebel Court (1) at Oakland Hills Marina
- Contact Sheriff to be part of Neighborhood Watch entry.
- Contact Thorobred Golf Carts. 2 carts with box for food pick up. One cart for Parade Marshall.
- Decide mode of transportation for Santa & Mrs. Claus.
- Meet with Parade Marshalls and give line up in numerical and alpha order.
- Develop and deliver a letter to residents in staging area.
- Monday prior to parade – erect (Christmas Parade this Saturday) signs.
- Follow-up phone calls to key prospective participants.

Parade Morning

- Staging crew begin measuring and marking assignment numbers.
- Marshalls arrive 2 hours prior to parade and begin to limit traffic. Stop through traffic, except for residents and participants, ½ hour prior to parade.
- Parade Marshall gives a 10-minute warning and direct the Fire Dept. to leave on time with lights and siren.
- Parade Marshall go to Judges Stand to receive the Final List of Trophy Winners..
- Parade Marshall contact the five (5) winners and direct to the award area.

12.10.05: Volunteer Appreciation Dinner:

The Volunteer Appreciation Dinner is sponsored by the Rotonda West Association to recognize the efforts of individuals serving on RWA Committees during the previous year. It is held each year in the spring. The dinner is organized and coordinated by a sub-committee of the Community Relations Committee and is funded through the RWA budget.

The sub-committee's responsibilities are to:

Pre Planning:

1. identify and book an area restaurant. (The Hills Golf and Country Club has been used in the past.);
2. establish the menu selections and negotiate related food and drink costs;
3. identify a Master of Ceremonies who will develop the agenda for the evening in consultation with the sub-committee chair;
4. develop an invitation for volunteers and guests;
5. develop lists of volunteers obtained from the RWA Manager's office;
6. develop mailing lists for invitees through the RWA Manager's office;

7. identify special guests who have supported the RWA and its events (radio personalities, political personalities, contributing organizations, etc.) and develop the related mailing lists.
8. mail invitations to volunteer guests through the RWA Manager's office;
9. identify a special honoree to be honored at the dinner and the purchase of a gift for this individual (Gifts should be less than \$100.00);
10. select and purchase gifts for each volunteer;
11. purchase a gift, usually gift certificate in the amount of \$50.00 to area restaurants, for each of the retiring Directors;
12. register each volunteer and guest including menu selections and money for the payment of guests;
13. create an envelope for each volunteer and guest containing the menu selections and door prize raffle tickets;
14. procure door prizes through the RWA Manger in the past and
15. submit the selections for each menu choice to the restaurant on the week before the dinner.

The Evening of the Dinner

1. set up a registration table with all the volunteer guest's envelopes and gifts;
2. ensure that the room is set as agreed to and the audio system is working and
3. register all volunteers and guests.

Following the Dinner

1. develop media releases to publicize the event;
2. submit all bills, reimbursements, cash and checks to the RWA Office;
3. make provisions to distribute gifts to volunteers who could not attend the dinner;
4. Develop a final report on the event including the final budget to be submitted to the Community Relations Committee.

12.10.06: Community Open House

1. The Purpose of this Event is to welcome residents of Rotonda and introduce them to the many activities the Community has to offer.
2. This Event is held twice a year, once in November and once in March.
3. A Chairman is assigned to organize the event.
4. The Chairman asks for volunteers to help.
5. The Chair establishes the date of the event and coordinates with the RWA Office.
6. The Chair prepares reminder notices to give to all committees in Rotonda, including Neighborhood Watch, Fiesta Club, Big Brother/Big Sister, the RV park, Woman's Club, etc.
7. The Chair notifies the editor of *West Ways* to ensure notice is posted in the newsletter.
8. An invitation is prepared for mailings to the new residents.
9. The RWA Office prepares the mailing labels for the Chair.
10. The Chair mails out the invitations approx. 4 weeks before the event.

11. The Chair and the Assistant make sure they have adequate supplies, ie. coffee, water, soda, etc. The Woman's Club normally supplies the cookies or members of the Community Relations Committee volunteer to bring treats.
12. On the evening of the event, the Chair and the Assistant get to the Banquet location around 6:00 pm to set up.
13. The Chair welcomes the Newcomers and have them sign in.
14. All the committees begin to set up at 6:00 pm to be ready for the 7:00 pm start of the event.
15. The Assistants serves coffee and treats to the guests.
16. The hope is that the new residents will get involved with some of the activities that are available in the community.

12.10.07:

Rotonda Community Event with the Stone Crabs Baseball Team.

This event is provided for the entertainment of the Rotonda West Community. Each year a chairperson is appointed to coordinate the event. The chairperson with committee participation will:

1. Select an early spring date with post-game fireworks.
2. Contact our account representative at the Stone Crab's office to secure that date.
3. Determine how many tickets will be needed. This may be based on the previous year's sales.
4. Select day(s) to sell tickets at the Community Center.
5. Reserve the Community Center for exclusive use by the committee for ticket sales.
6. Communicate with our Stone Crab's representative to make the designated number of tickets available in section 216 or 217 of the stadium prior to our sale date(s).
7. Advertise the game date and ticket sale dates in *West Ways*, the RWA website's Community Calendar and other venues as appropriate.
8. On or before the sale date(s), choose a raffle system to award a resident with the honor of throwing out the first pitch.
9. Designate volunteers to take game day photos and to write an article to be published in *West Ways*, the RWA website, the local newspaper and/or other media as appropriate.

Committee Authorization Resolution Follows

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