

Communications Committee

Minutes from Wednesday, June 3, 2020

Present: Pattie Aho, Barry Kean, Nadine Clough, Connie Smith, Karen Harvey and Diane Shaw (via Zoom)

Absent: Christine Lee

Members Present: Maureen McDowell, Dale Jensen

Staff Present: Derrick Hedges, Manager

Zoom Camera: Joe Harris

1. The minutes of the March 4, 2020 meeting were approved unanimously
2. Pattie Aho mentioned to the full committee that Linda Miller has resigned in late March or early April
3. Pattie Aho introduced Joe Harris who is now running the Zoom camera for every meeting.
4. **WestWays** - The Committee talked about the WestWays assignments and important dates:
 - a. Nadine Clough – Mr. Taylor
 - b. Barry Kean – Neighborhood Watch
 - c. Karen Harvey – Election, Food Drive, New Manager
 - d. Diane Shaw – Rotonda Mask Makers
 - e. Connie Smith – Aquatic Ecology
 - f. Pattie Aho – President’s message
 - g. Donna – Women’s Club Activities
 - h. Articles are due June 5
 - i. Proof will be out around June 8
 - j. On website around June 10
5. **Constant Contact** - Derrick Hedges reported that there were 842 Constant Contact (CC) members now signed up. All members of CC must be RW residents. Derrick Hedges is now one of the administrators of CC and Joe Harris may be added in the future. Joe is a retired IT professional from the Lemon Bay school system.
6. **New publication called What’s Happening in Rotonda** - Connie Smith developed a new one-page publication (double-sided) for the RW residents called “What’s Happening in Rotonda.” Connie put together a template and shared it with the group. We talked about at mid-month distribution date starting in August...so July 15 would be the deadline for items to be on the sheet.

Printed pricing is prohibitively expensive for any kind of mailing to residents, so the committee discussed having the publication be available at several locations in and around RW, such as The Hills table in the front foyer, Elks Club, American Legion in RW, Community Center, and on the

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Website. The Committee discussed printed a small batch of 150 to 200 to see how the distribution was for the next couple of issues. Pattie Aho mentioned that she could reach out to the Condos in RW area. Nadine made the suggestion that the publication could be placed on the side on the building in the kiosk-type rack so that walkers in the Park might see it. The Communications Committee would proof the document.

Motion was made to accept this publication by Connie Smith and Second by Nadine Clough
The motion will go in front of the full Board at their June 3 meeting.

7. **Website Training** - Pattie Aho discussed website update and training. This training is being provided by CJ Associates to Communications Committee members, and 3 to 4 staff members. The Committee discussed meeting with CJ Associates to find out how the training will evolve, migration and roll-out of new website, and strategize on a plan of action. The new website is in WordPress. A date of July 1 (our next committee meeting) was discussed to include them – Pattie Aho will investigate.
8. **Zoom** - Pattie Aho talked about Zoom and mentioned that RW will probably use Zoom about 20 hours per month at a cost of about \$7,500 to \$8,000 per year. Purchasing another laptop was also discussed. This may have to be added as the Derrick uses a laptop that really belongs in the office.

The next meeting is set for July 1 at 10:30 a.m.