

ROTONDA WEST ASSOCIATION, INC.
646 Rotonda Circle, Rotonda West, FL 33947

Communications Committee
MEETING MINUTES
April 7, 2021

Call to Order: The meeting was called to order at 10:30 a.m.

Present: Karen Harvey (Chair), Diane Shaw (Board Liaison), Barry Kean, Connie Smith

Absent: David Pulaski

West Ways Editor: Nadine Clough

Staff: Joe Harris, Derrick Hedges

Approval of Minutes: Minutes were approved unanimously, moved by Diane Shaw, seconded by Barry Kean.

Items to Review/Discuss:

- **West Ways:**
 - **Articles:** Are due April 26. Nadine provided a list of articles for May. Connie offered to cover the Gopher Tortoise Day program on April 9. Barry Kean will write board of director news. Diane said she would compile Trivia. It was decided hurricane preparedness could wait until the June issue. A discussion ensued concerning the appropriateness of publicizing a resident who is a travel agent and who received an award from Conde Nast. What if every Realtor who lived in RW received an award, should we publish that? And how would we keep from offending Realtors who worked for other Real Estate firms? Connie argued that readers want to see their names in the newsletter and that if it is an achievement by a resident, it is worthy of publication. And we are trying to gain readers, not alienate them by refusing to print their news. In the end, it was agreed that an item could be fairly published about the resident and the award in such a way that it would not provide an advantage over a competing business.
 - **Analytics:** Constant Contact gained 68 new subscribers and lost 19 last month. The manager's report (610 opens – 52%) and West Ways (710 opens – 61%) had the greatest open rates of any Constant Contact sends from March 7 through April 7.

Member Only Content Area on Website: Patricia Aho said the board of directors would like the Communications Committee to prepare a communications rollout plan for a debut of a member-only module to the Rotonda West Association web site. Features such as electronic voting may be available in 2022. Budget documents will also be available behind the members-only firewall. The first step will be to create password protection and then for members to enroll and set their passwords. The budget committee has set aside funds for 2021 for a hard copy mailing to members about the members-only section and how to sign up. Other delivery

options for informing members about the new service and how to enroll will come from the committee. A special challenge will be to inform and engage out-of-state and international property owners. As yet, there are no deadlines for the plan.

New Business: David Pulaski will be taking pictures of the board of directors for use on the web site and in West Ways.

Member Input: none

Next Meeting: May 5, 2021, 10:30 a.m.

Adjournment: 11:10 a.m.