

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

Communications Committee
MEETING MINUTES
July 7, 2021

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

Present: Karen Harvey (Chair), Barry Kean, Connie Smith

Absent: David Pulaski

West Ways Editor: Nadine Clough

Board Liaison: Diane Shaw

Staff: Joe Harris

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

Administrative Matters:

- **Update on plan for members only portion of the website:** Diane Shaw has no update. There was a discussion about what information should remain on the public-facing portion of the web site. General information, such as trash pickup, the calendar of events and West Ways. Diane said the web site is already being designed and our input may not be timely.
- **West Ways:**
 - **Articles:** Are due July 27. August will feature the president's message. Barry will continue with Board of Director news, Connie will write about the Tonettes choral group, Karen will cover Music in the Park, Diane will cover the MSBU budget hearing on July 22. There are two wildlife presentations and Nadine will check with Cari Hale (Wildlife committee chairman) to see what needs covered. There was a discussion about what would be covered to celebrate the 50th anniversary of Rotonda West in 2022. Diane has already lined up two people to interview who were early residents.
 - **Analytics:**
 - Constant Contact: Trends indicate that Rotonda West emails have an average open rate of 48%, up 5% from the previous 30 days. The industry average for email opens is 35%. For the period June 7-July 7, the highest open rate was 62% for the hurricane update. The updated West Ways newsletter had an opening rate of 49% and Derrick's Manager's Report of June 25 had an open rate of 59%.
 - Web site: For the period June 30-July 6, there were 786 page views with the July West Ways with 103 views and the Calendar of Events, 99 page views. Contact Us had 69 views.

New Business: There will be an open house at the Community Center on November 4. The hurricane presentation had about 60 persons in attendance and 40 on Zoom.

Member Input: None

Next Meeting: August 10, 2021, 10:30 a.m.

Adjournment: 11:15 a.m.