

## **Communication Committee Minutes**

### **November 13, 2019**

Members Present: Susanne Bloomfield (chair), Pat Henry, Judy Nance, Nancy Pasternak

The first meeting of the newly organized Communication Committee was called to order by chair, Susanne Bloomfield, at 10:19 at the Bloomfield residence. The first order of business was to discuss what the group thought the responsibilities of the committee should be and to compose a mission statement.

It was agreed that the committee should continue to be responsible for providing information to the PMI webmaster for the POA website as stated in the Policies and Procedures. Since the current Blackhawk website is redundant, extraneous, and confusing, the group worked on its reorganization. Currently, it has 7 tabs, and the board would like to see that increased to 10 to make the site more organized and user-friendly: Home, Announcements, POA Resources, Local Resources, Documents, Communication, Emergency Management, Roads & Weeds, Compliance, and Contact Us. Judy suggested checking to see the usage history of the current website (number of hits as well as the length of time on the website) to find out how the website is being used. Another hurdle for the committee will be encouraging people to make use of the website more often. A cell phone notification each time a new announcement comes out might be helpful.

The committee also agreed to continue the newly revived newsletter. The first page will include information from the Board of Directors as well as the committee chairs. The second and third pages will contain more feature and human interest articles. Six editions will be published, one every other month, alternating with the board meeting months. Susanne volunteered to continue as editor. Each person chose the topic they would be writing about for the December newsletter. Copy will be due December 5; the newsletter will be sent to the co-editors for input by December 9; and the final version will be sent to PMI by December 10 to be emailed to all property owners and added to the website by December 15.

Facebook has also become a useful communication tool, and Judy volunteered to be the administrator if Art no longer wants to continue in this role. It was also suggested that since Facebook is the quickest and easiest way to disseminate information, property owners, especially those living on the ranch, should be encouraged to sign up by reassuring them that by setting up a special email account and a minimalist Facebook page, perhaps with a nickname, they can worry less about identity theft.

Last the group voiced a special need for continuing and updating the New Owner packets, keeping current with the names and addresses of all new owners, and, when possible, serving as a face-to-face welcoming committee. Susanne stated that when she and Brad met with Sara Smith, our liaison with PMI, Sara stated that she would immediately share with us all contact information she receives from the title companies. Nancy said that she will also go to the court houses to cross-check owner information. In addition, the group will ask Sara for the current letter she sends to new residents, combine it with the one Blackhawk has sent out in the past, and create a new letter. Nancy and Pat will take charge of New Owner Welcome Packets.

The committee decided on the following Mission Statement: *The mission of the Communication Committee is to serve as a primary means of communication for the Blackhawk Ranch Board of Directors and to create and disseminate information to the property owners. The forms of communication will include the Blackhawk Newsletter, Website, Facebook, and New Owner Packets.*

The meeting was adjourned at 12:15.