

Communication Committee Minutes February 5, 2020

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

The Communication Committee was called to order by chair, Susanne Bloomfield, at 1:00 at the Bloomfield residence. The first order of business was a discussion of what would be included in the February Newsletter. Susanne stated that she would do the front page with the POA Board meeting minutes summary, and she would speak to Art about a message from the treasurer. She was also going to do an article on the CSFS grant, and Brad would do something for the EMC. Judy stated that she would do an article on Canon City, while Nancy said that she was thinking about the history of the social and ethnic clubs of the area. Pat said she would ask around for an owner profile to highlight. Several suggestions were given. Susanne asked what the committee thought about only sending newsletters to those who had emails since only about a dozen did not list an email, and the newsletter was available on the website. In addition, the newsletter would have to be reformatted to paper, and since there were now three pages each issue, the cost for the printing and mailing would add up. The committee agreed. Susanne volunteered to call all of those on the owners' list who did not have emails and explain.

Susanne stated that she had finally figured out how to allow people to subscribe to the announcements blog and did a couple of trial runs to see if it worked. It did. Now Art Jackson is going to try to download all the owners' information into the site so each of the 180+ owners would not have to be typed in individually. She would email Nicole at PMI for the latest updated list. She thought that she should subscribe everyone, send them an email explaining the announcements blog, and then if the owner did not want to receive an email when an announcement came out, they would simply have to click "Unsubscribe." She felt that we would have a better response percentage if we did that rather than expecting people to sign up. The committee agreed.

Other updates to the website were discussed. After looking at websites of other POAs, the group had some good ideas. Some websites have advertisements for local businesses. If we added them, we could charge and help fund the website. We need to check to see if we could have a "Search" just for our website. Judy wanted the weather to be put on the Home page. Several liked the idea of posting Property for Sale as well as other items for sale or to give away. Susanne agreed, but she thought that for these items, we should probably get the BOD's approval first. These could go under Local Resources. Another sub-tab could be Trusted Contractors whom people on the ranch would recommend to other owners. Last, since PMI lost most of the information on the other Local Resources, the group divided up on checking on and adding to Emergency Contacts, County Resources, and Utilities.

Nancy mentioned that no one is sending out Welcome Letters and Packets to new owners anymore, and she thinks that our committee should do it. I mentioned that PMI is supposed to send out letters, but it is mostly about PMI, and she is not sure if even that is being done. Nancy said that she would work on that. The packet used to include Blackhawk stickers for owners' cars. The group decided that hangtags would be better. Nancy said that she would check that, too.

The meeting was adjourned at 2:30.