

NUSA Neighborhood Newsletter Competition (NNC)
Morningside-Meadows Homeowners Association
Clearwater, Florida

Morningside-Meadows Homeowners Association (MMHA) represents a neighborhood of 688 homes built in the 1960s in Clearwater, Florida. Our HOA is one of the largest and most active in Clearwater. Our board consists of a President, Vice President, Recording Secretary, Treasurer, Communications Director, and eight Area Directors. Our Communications Director edits and produces the newsletter, "News of Morningside-Meadows." Our newsletter is published eleven months out of the year (July is summer break for our HOA). As you will see, the newsletter consists of an article from the MMHA President, articles submitted from our residents, gardening tips year round, announcements of neighborhood events, HOA business reports, Sudoku and cross word puzzles, and paid business advertisements showcasing resident's businesses.

The "News of Morningside-Meadows" is distributed monthly to our HOA members. Morningside-Meadows is not a deed restricted neighborhood, and membership in our HOA is voluntary. Membership has been only \$30.00 a year for many years now. MMHA runs an average of 300 member households each year, and that was the number of newsletters distributed monthly in 2022. The only exception is the October newsletter which goes to all 688 homes in the neighborhood and launches our annual membership drive. We also mail a copy of the newsletter monthly to the Clearwater mayor, city council members, Neighborhoods Coordinator, our Police Department liaison, and our Code Compliance Inspector. This keeps our city liaisons and city leadership informed of our neighborhood activities and concerns.

It truly "takes a village" to compile, produce, and distribute our newsletter. After articles are gathered and advertisements paid for, the newsletter goes to print and is distributed to member households. The distribution of our newsletter is very "hands on" and involves a majority of our MMHA board. Rather than mail the newsletters, we purchase plastic door hangers and each Area Directors delivers the newsletter by hand to the member households in their area. An additional benefit to this mode of delivery is the opportunity for the Area Directors to make contact with the residents in their area, to hear their concerns and suggestions. Once again, the October newsletter is an exception in that it is delivered by the area Boy Scout troop. MMHA donates \$250.00 to the Boy Scouts for their wonderful service.

And finally, publication of our MMHA monthly newsletter is the largest annual expense for our HOA. Some of the expense is defrayed by business advertising, but the majority of the expense is paid by membership dues. We would love to print the whole newsletter is color, but the expense is too great. In exchange for the cover and inside two pages to be in color, we advertise our printer's company free of charge.

Morningside-Meadows Homeowners Association thanks you for your consideration of our application. In 2023 we are proud to celebrate the 50th year of continuous publication of our newsletter! We would be especially honored to receive an award from NUSA in this milestone year of our newsletter's publication.

