

DRAFT VWOA Communications Committee Meeting Minutes

May 6, 2024

In attendance

Chairman Francis Lomax, Bill Fenstermacher, Michelle de Jongh, Joyce Oliver, Barbara Lee, Coral Fathy, James Holmes, and Dora Trosclair.

The meeting was called to order at 10:16 AM

Review/Approve Previous Minutes

There were no additions to the minutes of the April meeting. Joyce Oliver motioned to approve; Coral Fathy seconded. Approved as written.

Old Business

a. Article templates. Bill Fenstermacher asked for ideas for new article templates, especially topics that are brought up on social media or in calls to the office. He suggested asking the staff for frequently asked questions. Other suggested topics were how to monitor children online and a reminder about calling the sheriff's office before posting online. James Holmes suggested articles about crime and communicating with neighbors. Bill said he could help James if he worked on articles about the topics he mentioned.

b. Website status. There is still a problem with old information not being removed and new information not being added. Plus, What's the Buzz isn't always being added to the website. Bill recommended making a case to the Board that when something is sent out, it also gets posted to the website.

c. Newsletter statistics. Francis said he can make a spreadsheet to identify the bounce back emails so that they can be removed.

d. Use of Alt Text. Still having issues with Alt Text. Flyers don't always show up in emails so there needs to be an alt text version.

New Business

Andrea McFarlan, Community Relations Manager, joined the meeting to handle any concerns.

Someone sent an email about our website domain name expiring, which Francis was suspicious about. The website was down for a bit and a temporary message said the domain was expired. Andrea said Keith looked into the issue and all should be fine now.

There was discussion about an upcoming Community Clean Up Day in honor of volunteers who had passed away (three were listed on the flyer). A few other names were suggested (John Willis, Jean Woodward). Andrea asked the committee to make a list of volunteers who might be added and then she would pass the list to the Board for their consideration. Bill suggested a volunteer memorial wall with names similar to one at the VA Hospital. Andrea said she could propose that to the Board.

Adjournment

Joyce Oliver motioned to adjourn at 11:29 AM. James Holmes seconded. All present were in favor. Meeting adjourned. Next meeting will be on Monday, June 3.