

DRAFT VWOA Communications Committee Meeting Minutes

January 6, 2025

In Attendance

Chairman Barbara Lee, Francis Lomax, Bill Fenstermacher, Michelle de Jongh, Coral Fathy, Patricia Holmes, and Tommy Pittman.

BOD President Elaine Maurer joined via Zoom.

Joyce Oliver and Francis Ferdin were not in attendance.

The meeting was called to order at 10:06 AM

Review/Approve Previous Minutes

There were no additions to the minutes of the December meeting.

Motion: Francis Lomax motioned to add 2 signature blocks and change the word Draft to Approved. Coral Fathy seconded. All were in favor.

Francis Lomax suggests not including actual signatures on the website's approved minutes because of safety/security concerns. Instead, we should provide the VWOA office with a paper copy or image copy containing the signatures for proper filing and retention.

Old Business

a. **Templates for newsletter articles.** Bill Fenstermacher continues to work on article templates for future issues of the newsletter. Suggestions and ideas are welcome.

b. **Newsletter statistics.** There is no change.

c. **Use of "Alt Text" for Constant Contact and Website.** Flyers and images can't be seen by visually impaired people. Alt Text can convert them to text. Francis Lomax said it's still an issue that we are not consistent. Elaine Maurer recommends that he and Bill make an appointment with Ashley in the office so that they can go over what needs to be done and then Ashley can take care of it.

d. **Welcome packages response from the Board.** Elaine Maurer said the Board has decided that they do not want physical packages to be given out because of printing costs. The website will be changing soon and they would like to have all the pertinent information on there. Francis Lomax suggested creating a PDF file with all the newcomer information so that if anyone needs a paper copy, the office can give them that. Bill Fenstermacher suggested having a "Newcomers Essential" section on the website.

The Board doesn't like the committee's idea for a 4-hour quarterly meet and greet with coffee and tacos or donuts for new residents. Elaine Maurer said perhaps only one hour with coffee and water would be better. She recommended that the committee email the Board with details of what they would like to do.

e. **Yard of the Month response from Board.** Elaine Maurer said there is no one who can determine what homes to nominate. She suggested possibly allowing homeowners to nominate themselves and post photos, like was done for the Christmas decorating contest. Bill

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suggested making it a Curb Appeal of the Month. But he said we would need to specify what criteria to look for. Elaine will talk to the office about the possibility of such a program.

f. **VWOA website service response.** Elaine Maurer said many people think the website is outdated and hard to navigate. Bill Fenstermacher explained that the current site is in a blog format. But since this format isn't working well, we could change it and make the home page a static page with a menu. Francis gave a presentation on a new format concept. The home page would have a menu list of sections such as Introduction, Board Meetings, Committee Meetings, announcements, newsletters, What's the Buzz, etc. Each section name and the linked page would be styled with the same matching background color. Instead of seeing various outdated announcements on the home page, they would just see the menu, click on what they wanted, and be taken there. Bill explained that we could reorganize the site, delete the left and right panels, and make it a simple and non-blog format. He suggested meeting with Clap Creative to see if they could start with a development site as a test site. In this way, all the bugs could be worked out before the site goes live.

Motion: Elaine Maurer motioned to set up a subcommittee to work on this new version. Coral Fathy seconded. The committee could possibly consist of Francis, Elaine, Bill, Keith, and the Community Manager (Maria). Elaine will talk to Maria about setting up a meeting for this subcommittee. Francis will talk to Keith about it as well.

g. **Recommend procedures for proper and timely notifications** of Board and committee meetings. Elaine said this should be a management issue and would check with Maria.

h. **Interim Chair for CC.** The Board approves of moving Barbara Lee's interim chairman status to permanent. They will make it official at the next Board meeting.

New Business

- a. **Change Monthly meeting day.** The committee's current meeting time is not convenient for having a Board member and/or staff member present. **Motion:** Elaine Maurer moved to change the Communications Committee meetings to the first Tuesday of the month at 2:00 PM. Bill Fenstermacher seconded. There were no objections; the motion passed.
- b. **Annual notification of all meetings.** Barbara Lee recommended putting up signs as notifications for every Board Meeting. Elaine advised the committee to recommend that to the Board in its committee report at the next quarterly meeting.

Bill asked Elaine if Francis Ferdin could be given access to Constant Contact since she has a background in communications and social media. Elaine said she would talk to Maria about it first.

Adjournment

Patricia Holmes motioned to adjourn at 11:57 AM. Coral Fathy seconded. All present were in favor. The meeting was adjourned. The next meeting will be on Tuesday, Feb. 4th, at 2 PM.