

DRAFT VWOA Communications Committee Meeting Minutes

February 4, 2025

In Attendance

Chair Barbara Lee, Francis Lomax, Bill Fenstermacher, Michelle de Jongh, Coral Fathy, Patricia Holmes, Joyce Oliver, Francis Ferdin, BOD President Elaine Maurer, Community Manager Maria Robinson, Resident Specialist Ashley Rioux

Tommy Pittman was not in attendance.

GUESTS: Residents Kim Dixon, Rita Orta, Lisa Dinoir, Ann Lomax

The meeting was called to order at 2:05 PM

Review/Approve Previous Minutes

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

Motion: Pat Holmes motioned to approve the January committee minutes. Coral Fathy seconded. All were in favor.

Old Business

a. **Templates for newsletter articles.** In progress. Suggestions and ideas are welcome.

b. **Newsletter statistics.** Bill Fenstermacher had a report showing that the opening rates for Constant Contact are higher in VWOA than the industry average of 41 percent. Bill said if all bounce backs are removed, the average will be improved. Maria Robinson said she and the staff can work on that.

c. **Use of “Alt Text” for Constant Contact and Website.** Bill Fenstermacher sent the office guidelines to use on all alt text for images. Maria Robinson suggested just using a blurb instead of a photo for flyers.

d. **Welcome packages response from the Board.** Elaine Maurer said all information should be put on the website in the near future. Maria Robinson suggested possibly having a welcome video instead of an article with links. Elaine Maurer said the welcome details will all be done digitally and information about volunteerism could be included.

Motion: Francis Lomax motioned to close this topic. Coral Fathy seconded. All were in agreement.

e. **Quarterly Meet & Greet.** Maria Robinson commented that Saturdays are slow at the office so it might not be good idea to have Meet & Greets at the office. She suggested having a meet & Greet table/booth at all HOA events, such as Easter, Fall Fest, Christmas.

f. **Yard of the Month.** Maria Robinson thinks the program should start with Yard of the Quarter and move from there, depending on participation. She has created a list of criteria for the competition.

Motion: Francis Lomax motioned to ask the Board of Directors about implementing Yard of the Quarter Program. Joyce Oliver seconded. All were in agreement.

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g. **VWOA website service response.** The VWOA Staff and Board are working with Clap Creative on suggested VWOA website changes.

h. **Notification of all official meetings.** Bill Fenstermacher said there should be a standard protocol for publishing details of upcoming meetings. He suggested having different calendars that residents could subscribe to. Maria Robinson agreed that once the website is fixed/updated, this can be worked on.

New Business

a. **Access to Constant Contact for committee member Francis Ferdin.** In an effort to limit access to Constant Contact, Maria Robinson said notification of official meetings should be the staff's responsibility.

b. **Other new business.** Elaine Maurer explained that the Board has decided to cap the Communications Committee at 8 members. More people can attend, but official members should be capped to encourage people to join other committees. There was a lot of discussion and some members didn't think it was a good idea. Francis Lomax asked if this type of rule would need to be filed as an AR (Administrative Resolution). But apparently there was a problem previously with ARs being filed with the county. Maria and Francis will get together to look into this.

Motion: Joyce Oliver moved to table this topic until next month. Coral seconded. All were in favor.

Adjournment

Patricia Holmes motioned to adjourn at 3:30 PM. Coral Fathy seconded. All present were in favor. Meeting adjourned. Next meeting will be on Tuesday, March 4 at 2 PM.