DRAFT VWOA Communications Committee Meeting Minutes
August 5, 2024

In attendance
Chairman Francis Lomax, Bill Fenstermacher, Michelle de Jongh, Joyce Oliver, Barbara Lee, and Dora Trosclair.

BOD President Elaine Maurer, BOD Treasurer Brian Bush and Maria Robinson joined via Zoom. Coral Fathy tried but was unsuccessful at joining via Zoom.

James Holmes was excused.

The meeting was called to order at 10:09 AM

Review/Approve Previous Minutes

There were no additions to the minutes of the May meeting. Bill Fenstermacher motioned to approve; Joyce Oliver seconded. All were in favor.

Old Business

a. June and July 2024 Communications Committee meetings were canceled. This is the first meeting since May.

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

c. Website status: There is no significant change. There is a problem with a plug-in that Francis Lomax said he should be able to fix.

d. Newsletter statistics. Francis Lomax said he wants to create a spreadsheet to track newsletter stats. This topic is tabled until next month.

e. 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 will do more research to determine how to add alt text so that the readers can interpret the images.

f. Community Cleanup Day. This event was rescheduled from June because of hot weather and low interest. Elaine Maurer said the Board hopes there will be more interest if the weather is cooler. Barbara Lee thinks that even if only a few people show up, it’s a “start” and shouldn’t be a deterrent to having such a day. Elaine Maurer said the Board will discuss this.

New Business

a. In-person meetings. Most committee members seem to prefer in-person monthly meetings and hybrid via zoom if necessary.

Motion: Bill Fenstermacher motioned that the Communications Committee continue meeting monthly, on the first Monday at 10:00 AM. If the first Monday is a holiday, the meeting is delayed until the second Monday. Barbara Lee seconded. No objections; motion passed.

b. Welcome Bags. Elaine Maurer explained a plan to have Welcome Bags that would be delivered to all new homeowners. Several years ago, the Communications Committee created a welcome brochure for new residents. That brochure can be updated and included in the Welcome Bag along with a magnet

with phone numbers, and other helpful info for new homeowners. She said there are about 15 new homeowners a month. The Communications Committee agreed to assemble and distribute the Welcome Bags as needed.

c. Yard of the Month. The BOD is interested in bringing this program back. Elaine Maurer said they need to review the template that was previously used for Yard of the Month. The Communications Committee is not interested in judging the yards. The Committee could promote it in the monthly newsletter and/or ask for volunteers to be on a committee to judge.

d. Communications Committee Chairperson. Francis Lomax noted that he has served as committee chairman for quite some time and would be willing to step aside if anyone else is interested in the position. Committee members acknowledge that he has been doing an amazing job and that they are fine with him continuing in the role. Similarly, Secretary Michelle de Jongh asked if anyone would like to be secretary since she has been in the role since the committee was started more than 10 years earlier. Although no one volunteered for the position, Barbara Lee stated that she would be willing to take meeting minutes if Michelle cannot attend a meeting.

Adjournment

Joyce Oliver motioned to adjourn at 10:49 AM. Dora Trosclair seconded. All present were in favor. Meeting adjourned. Next meeting will be on Monday, Sept. 9 (second Monday because of the Labor Day holiday).