



COMMUNICATION COMMITTEE MEETING Recap

Date: Thursday, March 15, 2018

MEMBERS PRESENT: NANCY CHONTOS, DENNIS O'CONNELL, JOE CAPRIOTO

MEMBERS ABSENT: JOHN TOZZI

BOARD MEMBERS PRESENT: TOM FITZGERALD, FRANK LETO

BOARD MEMBERS ABSENT: NONE

STAFF PRESENT: ROBIN BOLSON

HOMEOWNERS PRESENT: NONE

1. Call to order and introductions for the Communications Committee Meeting

Dennis called the meeting to order at 5:31 pm.

2. Approval of the February 15 Meeting Recap

Nancy made a motion to approve the February meeting recap.

Dennis seconded this motion. All in favor.

3. Board Communications - Tom and Frank

Tom mentioned that he is still not receiving enewsletters and worries that other homeowners are not as well. Robin will ask MailChimp for possible reasons why the emails are not going through. Frank suggested that there be a prominent story in Somerset Living calling for email sign ups.

4. Extending the WiFi at TCTC to the outdoor pool deck

The \$70/month lease option seems reasonable, as opposed to the \$2100.40 to buy and install equipment, especially given the lifetime of tech is about 5 years. Dennis made a motion to accept the lease option. Joe seconded. All in favor.

5. Website

a. Website metrics

Robin said that the number of sessions, users and pageviews are down slightly from last month. Robin will check on what the active user number means and why it is so high.

b. Comments

Many comments this month. Robin asked for direction on

responding to comments she is not comfortable answering. Consensus is that not all comments need an answer, and that the website provides a forum for owners to state their views on various topics. Robin can always forward to Tracy and Tom. Dennis wonders why we send out Ward 5 notices. Robin will check with Tracy for rationale.

c. **Terms of use**

The Somerset website does not have a formal "Terms of Use" statement to protect the website from malicious and inappropriate use. Dennis will research and draft a User Agreement for review by attorneys.

d. **Sierra Canyon presentation**

Nancy, Dennis and Robin will present an overview of Somerset.net at the Lodge on March 16. (Note: this session was postponed due to weather).

6. Status of articles for website posts

a. **Status of rockery wall and other common area repairs**

Dennis suggested that we put this on a Members news page, which would be different from the public page. Tom suggested that anything that is discussed in the Board meeting about this topic could go on this post, along with the important documents. Important to keep homeowners informed.

b. **Fire Safety**

Frank is waiting on a list of fire-resistant plants from Cooperative Extension. It is important that people understand their responsibility as homeowners.

c. **Status of West Park**

Once map is approved by the Board, it gives us a visual to promote. Also, plans are in the works for a Somerset Garden Tour in June to benefit the park.

d. **Explanation of monthly assessments**

Village assessments are holding this up. Robin reached out to management and hasn't received an answer. John should go ahead with story and state that we attempted to reach Village management and they did not respond

e. **Website guide**

Robin has worked up a handout of FAQs which she will turn into a post on the main public page.

7. Canyon Nine promotion

Robin is looking for ideas from Communications team. Ideas: Hole in One competition with prize sponsored by outside insurers. Tournament with the sub-associations and Somerset competing as teams.

Tom pointed out that not all homeowners know that Canyon Nine is

for them. Possible promotion could be: Did you know that you don't have to be a club member to play – and it's only \$10.

8. Topic for Tom F. to address

Tom is not comfortable writing a monthly message at this time.

9. New Communications Committee member

Jeff Limpert has resigned and no applications have been received yet to replace him.

10. Robin's Corner

Facebook Photo of the Day promotion has been a hit with residents. Facebook has seen a boost in Followers (+39) and engagement (up 35%).

11. Wrap-up Comments

Tom and Frank thanked Dennis for leading the meeting and for lending his wisdom regarding the website.

12. Homeowner Comments

None

13. Adjournment

Nancy motioned to adjourn at 7:10 pm. Tom seconded the motion.

Next Meeting Scheduled for Thursday, April 19, 2018 at 5:30 pm

FirstService Residential

■ Somersett Office

■ 7650 Town Square Way • Reno, NV 89523

■ phone: 775.787.4500 fax: 775.787.4511