



## **COMMUNICATION COMMITTEE MEETING Recap**

**Date: Thursday, July 19, 2018**

**MEMBERS PRESENT:** NANCY CHONTOS, DENNIS O'CONNELL, JOHN TOZZI, JOE CAPOTRIO

**MEMBERS ABSENT:** NONE

**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**

John called the meeting to order at 5:32 pm.

### **2. Approval of the May 17 Meeting Recap**

Nancy made a motion to approve the April meeting recap.

Joe seconded this motion. All in favor.

### **3. Board Communications - Tom and Frank**

Tom noted that it's summer and there isn't much going on. Nothing to report.

### **4. Status of website functionality**

- a. Website metrics – Robin: Number of sessions is up almost 500 over April, users and pageviews are both up over 300. Bounce rate is higher – not sure why. It's possibly because its summer and more people are searching for Canyon Nine and leaving right after looking at that page.
- b. Terms of Use/Privacy Policy – Attorneys have updated the documents with the committee's suggestions and documents will go to the Board next week. Robin will look into having D4 update the website with https security as soon as the contract is signed.
- c. D4 maintenance contract update – It is signed by us and Robin will forward to D4 soon. John asked how is D4 doing? Robin reported still having problems with website going down/slowdown. Dennis pointed out that this problem has nothing to do with D4 – it's the website host. We can ask D4 to move to a different host.

- i. User Survey Functionality Enhancement Request – Will allow us to conduct informal surveys. Dennis recommends that we let D4 propose a solution. Robin will get this started once maintenance contract is in place (this may have to wait a month because https security is a priority).

**5. Status of articles for website posts.**

- a. West Park – Nancy: News about West Park is being updated constantly. Toll Bros. says they will pave the parking lot Aug. 15 and begin building the Cliffs (above the park) in September. Ground-breaking for the park could be the first week of October. John will move this item from website posts to its own category, West Park Update.
- b. Explanation of monthly assessments – John has finished, after finally getting info from the Village. Committee members have commented. He will send to Robin to post and promote in the next eblast.

**6. Committee membership** – John wants to keep this on the Agenda until spot is filled. Still looking for a homeowner from the Village.

**7. MailChimp**

- a. Update on authentication – Robin did some research and it seems that all the major email marketing providers have similar delivery rates. She reached out to MailChimp to ask why Tom F. was not receiving emails and they suggested authenticating with the website. She worked with D4 to do so and now eblasts appear to come from [soa@mysomerset.net](mailto:soa@mysomerset.net) instead of a random MailChimp address. MailChimp claims this will help emails from being rejected by servers. Tom is still not receiving them. Frank suggested that Robin let people know that they can receive eblasts to multiple email addresses.
- b. Most-clicked links – Robin distributed a compilation of most-clicked links for the last three months. She pointed out that the most popular items are not necessarily SOA-related.

**8. Robin's Corner** – Robin showed the revised Meet the Board page with Board member bios, terms, and an introduction. She also asked the committee for ideas on where the SOA Story Archive should go. She suggests replacing the "News" on the black bar on the Members homepage. Joe suggested that it could also go under the SOA heading. Dennis suggested that Robin ask D4 how to change the black bar – maybe she can do it. Robin said that she should have this page up soon. John suggested that the Wildfire Fuels be on the page. Robin will make it a special header with stories that we have published about wildfires.

## 9. Wrap-up Comments

Nancy asked if there is a strategic long-term plan in place and if so, can we let homeowners know. Discussion ensued. John wants to keep this topic for future discussion.

John will write a story about legal restrictions. "Why can't the Board tell you everything."

Robin said that she is attending a Board training about reserves and will write a story based on what she learns.

Another story topic – the election is coming up. Robin is working on this for the Sept/Oct magazine and will also put it in the eblasts and on the website.

John noted that he will be away next month and won't be able to make the meeting. Dennis will chair in his stead.

## 10. Homeowner Comments

None

## 11. Adjournment

Tom motioned to adjourn at 6:55 pm. Nancy seconded the motion.

Next Meeting Scheduled for Thursday, Aug. 16, 2018, at 5:30 pm

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