

**ROTONDA WEST ASSOCIATION, INC.**  
**646 Rotonda Circle, Rotonda West, FL 33947**

**Communications Committee**  
**MEETING MINUTES**  
**January 6, 2021**

---

**Call to Order:** The meeting was called to order at 10:30 a.m.

**Present:** Karen Harvey (Chair), Pattie Aho (Board Liaison), Barry Kean, Connie Smith, Diane Shaw

**Absent:** none

**West Ways Editor:** Nadine Clough

**Staff:** Joe Harris, Derrick Hedges

**Approval of Minutes:** Minutes were approved unanimously

**Requests for renewal of current members:** Chairman Karen polled those present, inquiring whether they desired to continue serving on the communications committee. Karen will continue as chair and Connie Smith agreed to continue as secretary. Barry Kean and Diane Shaw agreed to continue as committee members. Nadine will continue as West Ways Editor and David Pulaski will continue as photographer. It was agreed that the February West Ways would have an article seeking additional Communications Committee members and West Ways staff.

**Requests from prospective members:** none

**Westways Articles – Nadine Clough:** Deadline for the next issue will be January 23. Nadine reminded writers that stories should be one to one and one-half pages, in Ariel typeface, 12 pt.

**Articles focusing on Association business, MSBU, circle events, and other newsworthy items:** Chairman Karen said the focus of West Ways should be inside the circle, dues-paying members. There was a discussion about FAQs (frequently asked questions) and how best to respond consistently and with the same set of facts. Patricia Aho said board member Sam Besase is writing answers to FAQs for office staff to use. An example would be the MSBU roads and bridges funding. These issues are discussed constantly on Facebook and the office answers the same questions about the MSBU over and over. Sam Besase said there are about 30-40 topics that the office staff receives calls about hourly. He is developing response scripts so that all answers are consistent. The 10 most asked questions are permanently on the web site and Nadine was asked if the same information could be presented in West Ways.

A discussion followed and Diane suggested of a bulletin board option for Facebook that allows the association to post factual information but does not allow commenting. Karen said a Facebook bulletin board-type presence would be a board decision. Connie said such a Facebook presence could be useful as an option to present factual information that could be discussed elsewhere. It was agreed that administration of such a Facebook account would have to be determined. Delivery of content and methods of responding to misinformation immediately would also have to be resolved. It was agreed that there would be further discussion of this issue at next month's meeting.

**Discussion about Westways in your email box:** Nadine and Connie expressed frustration that there seems to be delay between approval of a new issue and distribution to Constant Comment subscribers. Nadine said that website analytics indicated that 84 viewers had searched for West Ways on the web site, hopefully an indication that interest is growing.

Diane brought up a reoccurring matter – the size of each month’s West Ways. Connie said we need to be prepared to suggest how to cut back on information in the newsletter. Because some Rotonda West residents do not use computers, Connie also suggested a paid subscription should be explored for residents wanting the newsletter, that cannot or do not wish to read it online but would be willing to pay the cost of printing and mailing to receive.

**Website Analytics:** Joe Harris said the most viewed pages on the web site are the home page, news and contact us. We are seeing steady growth in the use of our web site.

**Work Plan Discussion for 2021:** This item was tabled by chairman Karen

**New Business – All:** Chairman Karen also tabled discussion on a members’ only section of the web site until next month.

**Member Input:** none

**Next Meeting:** February 3, 2021, 10:30 a.m.

**Adjournment:** 11:42 a.m.