

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

**Communications Committee**  
**MEETING MINUTES**  
**February 3, 2021**

---

**Call to Order:** The meeting was called to order at 10:35 a.m.

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

**Absent:** none

**West Ways Editor:** Nadine Clough

**Staff:** Joe Harris, Derrick Hedges

**Approval of Minutes:** Minutes were approved unanimously, moved by Diane Shaw, seconded by Barry Kean.

**Administrative Matters:**

- **Vice Chair:** Connie nominated Barry Kean. The vote was unanimous, except for Barry Kean who abstained.
- **Volunteer Forms:** Committee members were presented with forms to sign. The first provided contact information to the committee chairperson. The second was a volunteer confidentiality agreement. Barry was concerned about item 5 in the agreement that listed possible penalties for failure to comply with the agreement. Chairman Karen asked members to consider the form over the next month.

**Items to Review/Discuss:**

- **Mission Statement:** Two versions of the West Ways Mission Statement were presented to the committee for consideration over the next month and determination at the March meeting.
- **Discussion about BOD Facebook Page:** Diane Shaw, who had previously suggested the board consider a Facebook Page as a factual source for response to issues discussed online, said that the ability to respond in a timely manner had caused her to reconsider the suggestion. She noted there is an existing page on Facebook that has no activity and no apparent administrator, that may not reflect well on the Association. She thought the administrator should be determined and asked to remove the Facebook page.

**West Ways:**

- **Work Plan for 2021:** The committee needs to publicize annual events such as candidates' night to capture what's going on in the community. At least one feature story should be included in each issue. With Covid, there have been challenges. There was a suggestion to include more history of Rotonda since some new residents are unaware of Rotonda's interesting history. This could be a West Ways story assignment for April.
- **Articles:** Nadine distributed a list of articles for the March issue of West Ways. Patricia Aho suggested a story update from 2015 on the first 100 people to purchase in Rotonda that received a free pool. She pointed out association manager Derrick Hedges is a 3<sup>rd</sup> generation Rotondan. Also, Brookdale Rotonda is a great location for when one desires to

age in place. Diane Shaw suggested a monthly Rotonda Trivia feature highlighting the community's history. It was suggested Barry Kean might write a monthly board of directors story, highlighting an action or focus of the board. It was reiterated that stories need to stay short and Nadine asked to be told the names of photographers when it is other than the reporter taking the picture. She also specified that West Ways is two words.

- **Analytics:** Joe Harris said that the Rotonda West web site hit a new record for monthly users in January 2021. Derrick Hedges said Constant Contact has 1,191 users with 40-50 bouncing back for bad email addresses. Connie Smith asked if Joe could provide a Constant Contact analytics report for March, including the number of subscribers for West Ways and other options for communications from the association.

**Member Only Content Area on Website:** Patricia Aho said Rotonda West is Florida's largest self-managed HOA and to find a provider with the experience required is challenging. She said a members only section to the web site would be an added feature and it needs to be determined whether it can be accomplished using the current platform or whether a 3<sup>rd</sup> party provider would be required to handle security issues such as passwords. Additionally, what is the number of users that can access the web site at one time. No one is close to understanding the price tag for such a project.

**New Business – All:** none

**Member Input:** none

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

**Adjournment:** 11:52 a.m.