

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

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

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

**Present:** Karen Harvey (Chair), Diane Shaw (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 Chairman Karen Harvey, seconded by Diane Shaw.

**Administrative Issues:**

- **Forms:** Volunteer Confidentiality Agreement – The rest of the committee need to sign.

**Items to Review/Discuss:**

- **Mission Statement:** The first paragraph was changed to 12 times per year.
- **Charter:** The committee's charter passed 4-0, with Karen Harvey moving to accept and Barry Kean seconded. Karen said she would make changes and submit to the board of directors for approval.
  - The mission statement was changed to read concerning West Ways: "...with a goal to publish 12 times each year."
  - #9, editor's responsibilities, was changed to read: "...review and approve all proofer's comments before publishing."
  - #10: all issues will be published in a timely manner.

**West Ways:**

- **Articles:** Are due March 26. Barry said he would cover board of director news. Karen said she would prepare three or four trivia questions for the April issue. Sam Besase is working with Derrick Hedges on frequently asked questions. Other articles will be written as set forth in Nadine's written list of articles for the April issue.
- **Analytics:** Joe Harris said that he has cleaned up email addresses in Constant Contact. The program is set to resend emails (such new West Ways issues) within 3-4 days if a recipient has not opened their email. Rotonda West web site usership decreased a little in February.

**Member Only Content Area on Website:** Patricia Aho said potential vendors will be met with at the discretion of the board of directors. This item will remain on the agenda in the event the committee is required to do anything

**New Business:** Karen said she emailed the Facebook page Rotonda West Association, Inc. and Derrick Hedges answered. She said the page looks nice but it is very outdated. Diane said she tried to find the owner and it was completely devoid of description as to who owns it. Only the person who created the page can take it down. The guess is it was created by Andy VanScycoc or the former manager Scott Feldkamp. Karen said we'll have to let the page sit there. We're not ready to use it anyway.

**Member Input:** none

**Next Meeting:** April 7, 2021, 10:30 a.m.

**Adjournment:** 11:04 a.m.