

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

**Communications Committee**  
**MEETING MINUTES**  
**May 5, 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, 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:**

The BOD voted to combine the Communications and Activities Committees effective Dec. 10, 2021. Connie Smith questioned how this came about when the two committees were split just last year. Chair Karen Harvey said it is important for the communications committee to know what activities are going on in Rotonda West and that joining the committees provides a greater pool of committee members.

**Items to Review/Discuss:**

- **West Ways:**
  - **Articles:** Are due May 27. Nadine provided a list of articles for June. Barry Kean will continue to provide board of director news. Karen will write an article about the upcoming hurricane preparedness presentation. There was discussion about how best to cover the important topic of deed restrictions. It was agreed the topic would start with a comprehensive story by Connie Smith and follow up stories may come later. Deed restrictions chairman Bernie Schmelz will write FAQs on deed restrictions. Diane Shaw will write about the proposed members-only section of the web site. Connie Smith will cover a May 21 presentation on gardening for birds that will appear in the July West Ways.
  - **Analytics:** There were 806 page views during the period April 28 to May 4. The contact us page had 96 views, calendar of events had 90 views and governance/policies-and-procedures had 70 views.

**Member Only Content Area on Website:**

Diane Shaw presented a communications plan that she compiled for the project. A members-only section to the web site will save the association thousands in mailings and can provide

online voting and surveys. Diane agreed to meet with Patricia Aho and Derrick Hedges as the “point person” from the communications committee on this project. Karen will serve as a “backup” to Diane.

Connie Smith urged that sign up by property owners for a members only web site would be an ideal time to provide the West Ways newsletter and other communications in the future via e-mail to HOA members. While some 1200 residents have signed up to receive West Ways and meeting notices via Constant Contact, that number does not represent the total HOA membership.

**New Business:**

Board member Sam Besase said the Rotonda West Finance Committee is asking all committees to submit proposed budgets by June 1. Diane Shaw presented a budget proposal she prepared for the communications committee. The proposal (attached hereto) set aside \$16,000 for communications. Karen Harvey said the numbers in the proposed budget may not appear as communications committee funds in the final budget but the amounts will be considered for 2022 expenditures in the HOA budget. Barry Kean moved and Diane Shaw seconded to approve the communications committee budget proposal for presentation to the finance committee. The vote was unanimous.

**Member Input:**

Chair Karen asked if 10:30 a.m. is a good time of day for tis committee to meet. Everyone agreed the time was a good one.

**Next Meeting:** June 2, 2021, 10:30 a.m.

**Adjournment:** 11:33 a.m.

**This document was approved unanimously by the committee on 5/5/2021**

**Communications Committee Budget Proposal:**

2021: the amount set aside for Communications is \$16,000.

This covered the cost of one general mailing to the members, plus funds to maintain the web site.

This coming year we could have two member mailings: announcement of the members only web site and the annual meeting packet. One mailing costs approximately \$10,000.

**2022 Communications Committee Budget Request:**

Mailings to members: \$20,000

\$5,000 for general maintenance of the website

\$5,000 for the service/plug-in etc., to create electronic voting

\$5,000 for increased monthly costs for various plug-ins on the website.