

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

**Communications Committee**  
**MEETING MINUTES**  
**June 2, 2021**

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

**Present:** Karen Harvey (Chair), Barry Kean, Connie Smith

**Absent:** David Pulaski

**West Ways Editor:** Nadine Clough

**Board Liaison:** Diane Shaw

**Staff:** Derrick Hedges

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

**Administrative Matters:**

- Website communications plan – Diane Shaw created a plan that was presented in May. The rollout in West Ways and via Constant Contact is the concern of the Communications Committee. The targeted Go Live date is September 3. Diane will keep this committee informed.

**Items to Review/Discuss:**

- **West Ways:**
  - **Articles:** Are due June 26. Nadine provided a list of articles for July. Barry Kean will write board of director news. Diane Shaw will prepare a 2<sup>nd</sup> article on website improvements. Connie Smith will write about gardening for birds and cover the Gasparilla Road/Rt. 776 development approval hearing. Nadine will cover the ukulele bank music in the park event. Karen Harvey will provide election updates. July's issue will feature an article from Derrick Hedges.
  - **Analytics:** With Joe Harris being absent, Derrick Hedges said the number of Constant Contact recipients is still about 1,200.

**New Business:** Karen Harvey has sent the proposed budget two times but the board wants it again. They said Board Treasurer Sam Besase wants our committee's top 5 requests. Since we have only 4, we will put them into order of importance. They will be:

1. \$5,000 for web site general maintenance.
2. \$20,000 – mailings to members.
3. \$5,000 for the web service/plugin to create electronic voting.
4. \$5,000 for increased monthly costs for various web site plug ins.

**Member Input:** Diane proposed that the Communications Committee should have a report for the RWA Board June 10 meeting. Karen said she would report on West Ways growth analytics. Her report must be submitted by Monday in order to get on the board agenda.

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

**Adjournment:** 11:10 a.m.