

+Tanyard Springs HOA Communications Committee

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Minutes

August 6, 2015

7pm @ Tanyard Springs Club House

Monthly Meeting			
Note taker	Jennifer Johnson		
Attendees	Committee Members: Raymond Hodge, Robert Beyer, Jennifer Johnson		
	Board Liaison: Scott Brownstein		
	Homeowners: Gunnar Lindberg, Jayla Walters		
Absent	Michael Brown		
Quorum Established	7:05pm	Meeting Concluded	8:45pm

1. Position Assignments:
 - a. At this time there is no one filling the minimum required committee offices. At a minimum a Chairperson, and Secretary should be selected. Because the committee will likely ask that money be provided by the board for execution of tasks, a Treasurer should be selected as well.
 - b. Call for volunteers.
 - i. Jennifer Johnson volunteered to be secretary, there were no objections.
 - ii. Robert Beyer volunteered to be Treasurer, there were no objections.
 - iii. Raymond Hodge volunteered to be chairman, there were no objections.
 - iv. Michael Brown will be a standing member of the committee.
2. Communication Committee Led Facebook Account and Page
 - a. HOA Facebook Authorities slide presented by Ray.
 - b. Discussion began with pointing out that many residents do not visit the community webpage on a regular basis. This leads to concerns about not knowing what is happening within the community.
 - c. A concern was raised by Scott on behalf of the board that comments cannot be prevented, thus leaving the HOA open to potential liabilities. The lawyers have advised the board of concerns, especially with ongoing litigation.
 - d. Those who post can also delete comments. Filters for words or phrases can be implemented and people can be banned from the page if repeated warnings do not stop undesirable behavior.
 - e. Scott has asked the lawyers for case law examples but has been told it doesn't exist for Maryland.
 - f. Ray agreed to research examples showing that unless the committee or board participate in or fail to act in the face of bullying or other offensive posting, that the HOA wouldn't be liable. Ray will present the idea to the board directly.
 - g. Bob suggested also looking for slander, discrimination, and libel cases as well to cover all bases.
 - h. Bob asked Scott if the committee should plan to present this directly to the board, Scott said that he will present the ideas but also suggested a meeting between the two.
3. Possible Committee Led Twitter Account
 - a. Not discussed. Will be revisited at a later time after a determination is made on the Committee led Facebook page.
4. Voting Proposal
 - a. Ray explained that Survey Monkey allows unlimited surveys, \$26 for the first trial month. From there you can do month to month or yearly packages that would meet our needs. Month to month stays \$26, yearly would be \$300.

- b. Communications Committee recommends that the board allow a one month trial subscription to the Survey Monkey service. All surveys would have to be board approved before being sent and pools of questions need to be determined prior to the start of the trial period to allow the maximum benefit.
- c. This could be a good tool for the newsletter as well. It could allow us to ask what sorts of things residents want to see in the newsletter, allow for voting, info gathering for the traffic focus group.
- d. All data is 256 bit encrypted.
- e. Jen asked how the information would get out to residents about survey monkey if we don't have email addresses for them all through the website registrations. Ray suggested pooling of addresses from the website and the information that the management company has. Jen asked if there are concerns with spam laws doing it this way. Ray explained that the spam laws require allowing people to opt out, we would need to provide that option.
- f. Survey monkey could assist in registering for people to get email communications as well. We could allow them to choose what they want to get, for example communications from management, from the board, individual committees, etc.
- g. The information to register on survey money could easily be shared on a neighborhood Facebook page, on the neighborhood website, etc.
- h. Scott asked if there is control to ensure each person votes only one time, Ray confirmed that there is, Scott asked if there is weighting, Ray confirmed there is.
- i. Gunnar asked if we have to notify people of these sorts of things via mail since that is the normal method of communication for the neighborhood. Bob explained that mail is preferred legally, since mailing a message to each address in the community meets the legal requirements for 100% notification. Other sendings are known to be partial at this time, and as such are unacceptable in the legal sense. Ray pointed out that we could also use survey monkey to allow residents the option to opt out of physical mailings.

5. Newsletter

- a. Bob suggested we put a notification on the first page of the next issue of the newsletter to tell residents it will be email only going forward. This will be a large yearly savings for the HOA.
- b. Communications Committee recommends future newsletters be electronic only. The next issue would be the last printed issue, and would provide information on how to sign up for the electronic version.
- c. Currently there are 2 versions of the newsletter, one paper and one electronic, because of the dates on the front page and the distribution lead time. Bob also explained that currently the electronic version can only be sent as a link, not as an attachment.
- d. Scott suggested that the committee reach out to fellow committee chairs with a request for inputs, and a standing deadline for when they will be due.
- e. Jen asked why email information couldn't be sent directly to the committee. Bob explained that up to this point management was responsible for the distribution of email blasts. Scott agreed that if the email comes from the committee, not a member of the committee that it shouldn't be an issue. A distinction will need to be made between owners and renters when collecting email addresses. Distributions will be based on preferences opted into by the owner of the email address.
- f. Communication Committee recommends an email blast to all webpage registered members notifying them that the communications committee will be sending the newsletter directly going forward.
- g. Bob requested content suggestions. Ideas proposed, cleaning tip of the month, recipe of the month. Ads can be done through the management company. Ray pointed out that survey monkey could help with this as well, giving residents a chance to provide feedback on what they would like to see.
- h. Gunnar suggested if the board determines that the newsletter should continue to be hardcopy that we reduce the distribution of it to quarterly. The committee agreed.

6. Community Website

- a. Communications Committee Requests that the board provide a list of requirements to be fulfilled by a community website. Ray added that secure, encrypted data should be one of the requirements.

- b. Digital communications go primarily through the website. The site requires registration but does not have sufficient encryption for the safety of the residents. This is one of the biggest reasons for concerns with the website.
 - c. Ray suggested possibly an address book of sorts controlled by the board.
 - d. Gunnar asked for insight into the tool used by the management company. Bob and Jayla explained that it is called C3 and is internal to CMC. The system is used for accounting and management and the addressing of issues with individual owners. We would need to ask CMC specifically for email addresses.
 - e. Question to the board: What information is provided to the management company on closing? Is email address included?
 - f. Ray posed a question asking how we could collect more email addresses for those who wish to give them, without requiring folks to register for the website. Perhaps a Kiosk? Jayla shared that there has been talk in the social committee of a welcome wagon type group, perhaps it could help.
 - g. Gunnar asked what the official means of communicating with the community currently is. Discussion followed about whether or not the official means has to be postal mail. Currently mail is preferred legally, since mailing a message to each address in the community meets the legal requirements for 100% notification. Other sendings are known to be partial at this time, and as such are unacceptable in the legal sense.
7. Board Tasking to the Committee (via Board Liaison)
- a. No tasking passed down from the board this meeting.
8. Member and Community Driven Discussion
- a. Gunner requested buy in from the committee for an HOA sponsored community plan poster. The poster will be stored in the HOA storage room at the clubhouse, and be made available for all committees to use. The communications committee members in attendance agreed that it would be a useful tool.

Action Items	Responsible	Due Date
Packet to the board with the suggestions and requests of the committee.	Ray	