

COMMUNICATIONS COMMITTEE MEETING MINUTES, NOVEMBER 16, 2009

The Communications Committee Meeting was held at the home of Ken and Patsey Bateman at 6:40 p.m. on November 16, 2009. Present were Committee members Sandy Atchison, Linda Boehm, Ken Bateman, Patsey Bateman and Mike Jenkins. Also present was Liz Jenkins, an invited guest of the Committee.

This was the first official meeting of the Communications Committee since authorization of the Committee by Todd Kiger, Chairman of Board of Directors-Single Family in August 2009. Previous start-up committee work had been conducted through a series of individual efforts, one-on-one informal meetings, e-mail, and phone conversations.

The meeting started with opening comments by Ken who led a review and discussion on the original project document, *KVHOA-SF Communications Development*. A review of the Action Steps established in the document indicated that all Immediate and Short Term Action Steps had been achieved. The Long Term Actions are in various "continuous improvement" stages and will continue to be addressed by the Committee.

Disappointments were expressed that the SF Board of Directors has been slow in providing significant information to be communicated to the membership via the KV Distribution E-Mail Group List or the KV Website. Ken expressed regret that in his zeal to editorialize on other postings in the "Community Forum" section of the Website, he had voiced too much of his personal opinion. Any future personal opinion will be posted within the "Community Forum" section of the Website.

Ken presented a proposed update to the Communications Committee's Vision and Mission Statement to be presented to Todd Kiger for SF Board endorsement. Some wording in the cover letter e-mail request needs further review. After these changes are made, the document will be e-mailed to the Committee members for their endorsement of the changes prior to sending it to Todd.

Linda and Sandy led a review and discussion on the history of past KV newsletters, Websites and e-mail list communications. Linda provided copies of past *Kinderton Villager* newsletters published by Susan Hicks in 2007 and 2008. The four other Committee members had heard of this effort by Susan, but had never received or seen a copy. The *Kinderton Villager* was very well done and contained an assortment of good and interesting information that was beneficial to residents of the community. Unfortunately, the e-mail group list that Susan had to work with was very limited and only a small number of residents were receiving the newsletter. Ken will contact Susan to ask her permission to utilize the *Kinderton Villager* name in the KV Distribution E-Mail Group List and as a section in the KV Website.

Mike reviewed and led a discussion on the status and potentials of the KV Website. The primary project Mike is currently working on is developing a “Business Directory” as previously announced on the Website. Mike is going through a review process on liability and rules of usage. There was discussion about how utilization of the Website was only limited by the extent of our imagination. Several possibilities were briefly discussed, such as recognizing KV family members serving in the military, birth announcements, birthdays and posting of photos of family vacations.

There was discussion about activities that might interest and encourage younger residents to become involved. Mike suggested making the Website more community oriented rather than just HOA issues.

Of great concern is finding the best method of getting KV residents to register as a member of the Website and then, after registering, getting the members to access the Website more often. There are several KV residents who have registered on the Website but have not accessed it since registering.

It was decided that the communications@kindertonvillage.org e-mail address being used solely by Ken would become a “team” e-mail address. This means that any message sent to communications@kindertonvillage.org would be received by all members of the Committee. This would allow for an immediate response or action if any member were away. Any Committee member sending a message using this e-mail address would indicate at the bottom of the message:

Submitted by (name)
Communications Committee

Each Committee member will be assigned a personal e-mail address such as linda@kindertonvillage.org. This information will be posted in the Communication Committee section on the Website. After the Webmaster (Mike) completes this task, an announcement will be made by e-mail to the KV Distribution E-Mail Group List.

Ken presented a team process of reaching consensus for decisions within the Communication Committee. It is a process to be suggested as a “role model” for other committees to use as may be desired. (It is not a suggested process for elected Board of Directors.) A concern was raised about, how could a project be moved forward if a committee could not reach a consensus on a project or an action to be taken? Our meeting time deadline did not allow time for further discussion.

The committee agreed to continue the discussions on all of the above items at our next meeting and to develop a list of priorities for the Committee and to make work assignments for each Committee member.

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The next Communications Committee meeting will be Monday, December 7, 2009, 6:30-8:30 PM, at the Bateman residence. After the year-end holidays, the Committee will plan to meet at least twice each month.

Submitted by,

Ken and Patsey Bateman