

Communications Committee Meeting 11/19/2019 Minutes

Meeting began at 12:20 pm

Members present: Judy Bentz, Jim Cerny, Patricia Tarlton, David Tarlton

10/29/2019 minutes were approved.

Judy will contact Ed regarding the production of newsletter posters that will fit the new neighborhood display boards.

David will provide Judy with the information on the proposed development near Brookdale. This was featured in the Palmer Ranch newsletter.

Claude Pierre and Miramar Pools are interested in sponsoring the monthly newsletter contest. Each month we will feature a hidden number or graphic in the newsletter. Those residents responding with the correct location of this number or graphic will be entered in a drawing to win the prize. We may also use a Turtle Rock trivia question some months. Judy will start this contest in the December newsletter. She will explain how the contest works and ask for future sponsors.

Patricia shared the November newsletter statistics provided by Ed. The open rate was 62.2% (desktop 54.2% and mobile 45.8%). Of that 62.2% opened, 76.2% clicked through to the newsletter. These numbers remain consistent. Patricia also confirmed with Ed that the newsletter emails are sent from "The Communications Committee & Sunstate Association Management Group". We had asked if we could identify the emails addresses of residents who opened the newsletter email, but did not click through to the actual newsletter. Ed said they did not have the ability to obtain this information.

Our next meeting is scheduled for 12/17 at noon.

Meeting adjourned at 1:10 pm.