

## Communications Committee Meeting 12/17/2019 Minutes

Meeting began at 12:05pm

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

11/19/2019 minutes were approved.

Judy/Ed received 8 correct responses to the newsletter contest. A winner will be drawn from those 8 participants. Judy will feature Claude Pierre and the winner in the January newsletter. Jodi Cunnison will sponsor the January contest.

Patricia shared the December newsletter statistics provided by Ed. 67 people accessed the newsletter through the Turtle Rock website. 750 newsletter email were sent (731 successful deliveries and 19 bounces). 233 emails were not opened. Of the 731 successful deliveries, the open rate was 68.1% (48.8% desktop/51.2% mobile). The click rate to open the newsletter was 73.5%.

Grace Sammon sent an email asking if the bulletin board boxes could be used for welcome notes, activities listings, etc. then we could place the BOG meeting announcements over them at the appropriate times. We proposed to use the four "walkup" bulletin boards to post an 8 1/2 by 11 page of detailed monthly TR events. This single page may be printed directly from the monthly newsletter. The boards at the north and south gates would NOT be used for this, only the "walkups". The gate bulletin board viewing area is 18 3/4 in by 24 1/4 in. These would be used for large posters such as BOG meetings, Men's Club luncheons, etc. Jim confirmed this information with Ed.

David has asked Jodi Cunnison to pull real estate comps for Turtle Rock versus other Palmer Ranch communities. He also wanted her to collect statistics on HOA fees and amenities in the other communities. The comparisons could be featured in a newsletter next year.

We also discussed doing a monthly newsletter feature focusing on an item from the TROM. David will ask Russ Gill if he could write a brief article on this subject—possibly in question and answer format. We suggested calling it the "TROM Corner".

Our next meeting is scheduled for Tuesday January 14th at noon.

Meeting adjourned at 12:45pm