

Communications Committee Meeting 1/14/2020 Minutes

Meeting began at 12:05pm

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

Guest present: Bryan Dailey

12/17/2019 minutes were approved.

Bryan Dailey, Turtle Rock Board of Governors elect, joined our meeting. He is interested in learning more about the committee and possibly joining in order to do some neighborhood surveys. He would like to determine opinions and interests of the residents. David gave an overview of our committee and a brief history of some of our accomplishments and ideas for the future.

The newsletter contest has been sponsored by Jodi Cunnison this month. Judy was waiting to hear how many correct responses were received. Jodi will provide a \$25 gift card to the chosen winner.

We briefly discussed the Trip Tip segment of the newsletter. It has been suggested that a resource list be compiled. Interested travelers could contact the Trip Tip writers for specifics about travel destinations, accommodations, etc that would be featured on the resource list.

The new calendar page from the newsletter has been posted on the walk up bulletin boards. Judy will print on more colorful paper next month.

Patricia provided the monthly newsletter statistics from Ed. 750 newsletter emails were sent (731 successful deliveries). The open rate was 62% (49.7% desktop and 50.3% mobile). Of this group, 74.6% clicked thru to the newsletter. The December newsletter was accessed via the TR website 132 times (14 times 1/1-1/12/20 and 118 times 12/1-12/31/19). The January newsletter was accessed via the website 25 times (1/1-1/12/20).

Judy will ask Ed about getting new newsletter signs for the bulletin boards at the gates.

Parking Lot:

TROM corner for the newsletter. Russ Gill was out of the country so David was not able to ask him about writing this feature for the newsletter. David will follow up with Russ.

Our next meeting is scheduled for Tuesday 2/11 at noon.

Meeting adjourned at 1:13pm.