

Communications Committee Meeting 2/11/2020 Minutes

Meeting began at 12:05pm

Members present: Judy Bentz, Patricia Tarlton, David Tarlton

1/14/2020 minutes were proved.

Judy reviewed the list of new contacts for newsletter articles.

Judy will join the Palmer Ranch Master Association email list to gain potential information for our newsletter.

Judy/Ed are receiving about 10-12 responses per month to the newsletter contest. Miramar Pools has provided four gift cards to sponsor future contests.

Patricia shared the February newsletter statistics provided by Ed. 751 newsletters were sent, 18 bounces (733 successful deliveries). 245 emails were not opened. Of the 733 successful deliveries, the open rate was 66.6% (desktop 53.5% and mobile 46.5%). The click rate to open the newsletter was 72.3%. Starting in March, the newsletter link in the email will take everyone to the Turtle Rock website. To the user it will look the same, but the monthly numbers will change to show everyone is accessing via the website.

Patricia suggested placing posters in the north and south gate announcement boxes when no scheduled event is being advertised. Examples are: Have a Nice Day, Welcome to Turtle Rock, Remember our 25 mph Speed Limit, etc. David confirmed with Ed that he could print for us. Samples will be provided at our next meeting.

We discussed the subject of a neighborhood welcome committee. This has been reviewed in the past, but we have not been able to get participants. We would like to get new families interviewed for the newsletter. It was suggested that this might be initiated/organized thru the Men's and Women's Clubs.

We are trying to find new members for our committee. Judy will try to recruit through the Women's Club. We will ask Jim Cerny to recruit through the Men's Club.

Our next meeting is scheduled for Tuesday March 10th at noon.

Meeting adjourned at 12:40pm.