

Communications Committee Meeting 3/10/2020 Minutes

Meeting began at 12:08pm

Members present: Judy Bentz, David Tarlton, Patricia Tarlton

2/11/2020 minutes were approved.

The committee welcomed Donna McCarthy who joined our meeting. She, along with Maureen Maulder and Emily Miller, is considering joining our group as our Welcome Committee.

Judy had 30 responses to the newsletter contest—approximately 28 were correct. Miramar Pools sponsored this contest and we have a few more gift cards from them to sponsor upcoming contests.

Judy was contacted by Joe Polidoro who is a Turtle Rock resident and Palmer Ranch Master Association member. He has several articles and photos that can be featured in our newsletter.

Patricia shared the newsletter statistics as provided by Ed. Open rate was 63.8% (57.3% desktop and 42.7% mobile). The click rate was 72.2%. 753 newsletter emails were sent (733 successful deliveries and 20 bounces). 263 emails were not opened.

We discussed several options for our Welcome Committee:

- a) Establishing block captains
- b) Reference book in clubhouse: a listing of recommended services/providers that have been used in Turtle Rock. Perhaps Ed or the ARC could enter this information from approved ARC forms when work has been completed.
- c) Could Ed provide a list of new residents so the Welcome Committee could contact them.
- d) Provide news residents with a welcome basket with a small gift/gifts

Our committee is requesting that the PA system be used during BOG meetings. We have many residents that have difficulty hearing the meeting discussions.

It is suggested that a representative from the Men's and Women's Clubs report back with a summary from BOG meetings. This could be during the luncheons or by email.

Our next meeting is scheduled for Tuesday 4/14 at noon.

Meeting adjourned at 1:00pm