

## Communications Committee Meeting Minutes 4/14/2020

Meeting began at 12:05pm

Members present: Judy Bentz, David Tarlton, Patricia Tarlton

3/12/2020 minutes were approved.

Judy shared potential features for the upcoming newsletter:

- a). Travel article from Diane Glenn
- b). Easter chalk art located on Far Oak Circle
- c). Sandhill Cranes and colts photos
- d). Families club updates

Patricia shared the newsletter statistics provided by Ed. 759 newsletter emails were sent (740 successful deliveries and 19 bounces). 218 emails were not opened. Of the successful deliveries, the open rate was 70.3% (56.4% desktop and 43.6% mobile). The click rate to open the newsletter was 80.4%. These were our highest numbers to date. We will do a feature on these numbers in the newsletter.

We discussed establishing a Safety Committee in the neighborhood. This committee could keep a record of incidents in Turtle Rock and report in the newsletter. David will write an article regarding this committee in an upcoming newsletter.

Our next meeting is scheduled for May 12, 2020 at noon.

Meeting adjourned at 12:35pm.