# Communications Committee (CC) Meeting Minutes

November 30, 2022

#### Members (A Quorum was present)

Present: Greg Shelby (co-chair); Michael Viney (co-chair); Jeri Robbins (Condo Board); Carrie

Zimmer (Activity Director); Greg Fox (secretary).

Note: Carrie is non-voting.

Proposed Members: Mary Olson; Alice Anderson (Social Board);

Residents: Margaret Clarke

The meeting opened at 10:05 MST with the introduction of those present.

- 1. Residents were offered up to 5 minutes to speak on items of interest. There were none.
- 2. Minutes of previous meeting accepted unanimously. moved by Jeri seconded by Alice
- 3. Itemize and discuss our take-aways from the session with Trish at the last meeting:
- need one focused person to manage it
- (Alice provided Trish's job description)
- more complex than previously imagined
- can't focus on just one thing, needs a holistic approach
- two clicks, info accurate & in one place and rapid corrections
- relevant advertising helps offset new costs
- site tailored to their wants
- process is important; risk of Bear not being available
- a committee cannot manage the process changes
- need a presentation to the board in January suggesting the hire of a professional to manage this file. (Jan 5)
- do a quick update report to the board as an intro in Dec 15th

### Actions required to advance the mandate:

Paint pictures on each of the main areas (Ch 17; outlines; overall; etc)

Prepare an update for the Board meeting on Dec 15th

Prepare a presentation to the Board meeting on January 5th with an emphasis on the need to hire or contract a Communications Director. This could have an impact on the budget deliberations.

#### Painting Pictures:

Ch17: GreqS

web: Gabby (potentially - this will be confirmed with him)

email & text: Mick admin processes: Alice

Jan 5th presentation Alice and Mick will work on the update report to the Board

## 4. Terms of Reference (updated):

There was a review of the updates to the ToR and the reason for the updates ahead of the normally scheduled reviews. Moved by Jeri seconded by GregS. Approved.

Jeri will be presenting the updated version at the Board meeting tomorrow. approved.

Adjourned: 11:05

/gf