



COMMUNICATIONS COMMITTEE

Meeting Agenda

January 6, 2020 @ 4:30 PM

VWOA Conference Room

12395 Military Drive West, San Antonio, TX 78253

- 1) Call to order
- 2) Roll call
- 3) Adopt and Approve Agenda
- 4) Approval of minutes from the last Communications Committee Meeting
- 5) Old Business
 - a) VWOA Website Review and Update: All Members - Open
 - b) VWOA Anti-Littering Campaign: All Members - Open
 - c) Improving Communications Strategy: All Members – Open
 - d) VWOA Monthly Newsletter: All Members - Open
 - e) Community Activities, Sports and Fitness Events etc. How best to market these events
“What’s the Buzz Around Westcreek”: Bill Fenstermacher and Heather Mallia - Open
 - f) Security Concern with Signed Minutes on the Web: Francis Lomax and Heather Mallia - Open
- 7) New Business
 - a) Posting of Committee Minutes on website – Francis Lomax
- 8) Next Meeting February 3, 2020 @ 10:00 AM
- 9) Adjournment

VWOA Communications Committee Meeting Minutes

January 6, 2020

In attendance

Chairman Bill Fenstermacher, Francis Lomax, Joyce Oliver, Guy Oliver, Barbara Hopkins, Coral Fathy, Michelle de Jongh, and Heather Mallia

Excused

Gene Hopkins

Guests

Residents Kim Dixon, Ann Lomax, Jacqueline Khalif, and Rudy Khalif

Also present, resident Christine Kennedy, who is working on video about littering on behalf of the Committee

The meeting was called to order at 4:30 PM.

Adopt/Approve Agenda

The committee approved today's agenda.

Review/Approve Previous Minutes

The minutes from the December meeting were approved electronically by the committee members, signed and submitted to the Board. There are no additional changes.

Old Business

- a) VWOA Website Review and Update: Bill Fenstermacher said the office staff is now able to post updates to the website thanks to Heather Mallia's husband fixing a link. Kim Dixon commented that all the villages are not included in maps on the website. It was noted that Francis Lomax had worked on the maps for some time but ran into numerous problems. Rudy Khalif, who works for Bexar County 2 Fire Department, said he has old maps of all the neighborhoods that were given to the Fire Department. He said he will show them to Bill Fenstermacher. Kim Dixon also noted a few website sections that weren't working properly. She will send an email so that Bill Fenstermacher can fix them.
- b) Anti-littering Campaign: Resident Christine Kennedy is in the process of making a video for the Anti-littering Campaign. She showed a sample of what she has recorded in the community so far. Everyone present was pleased. Committee members and guests offered several locations where litter usually is visible. Bill Fenstermacher suggested that if anyone sees a littered area, they can take a photo or video and send it electronically to

Christine Kennedy. Several people in the meeting also know of children who could be interviewed for the project.

Bill Fenstermacher told Ms. Kennedy that the committee would like to be able to present the video at the Annual Meeting in April. Ms. Kennedy said that would be ample time for her to complete the project.

- c) Improving Communication Strategy: Bill Fenstermacher said it seemed like communication was getting better but then numerous residents complained on the Next Door app about the Fireworks stand that opened on HOA property. There was discussion about the length of time it takes for Board Minute minutes to appear on the website. Simply telling people to go to the Board meetings doesn't seem to work. It was suggested that the emailed meeting agenda contain more details so that residents will want to attend if they see an item that interests them. Michelle de Jongh suggested that instead of sending a link of the agenda in the email, that we send out the actual agenda. Bill Fenstermacher said he can save the agenda as an image and then include that in the Constant Contact email.

It was suggested that we publicize the length of meetings as an enticement. Board meetings used to occasionally last three or four hours but now are 90 minutes to 2 hours. Perhaps more people would be interested in the Communications Committee if they realize that the meetings are rarely longer than an hour.

- d) February newsletter ideas:
- Payment fees and late fees and how quickly they add up
 - If can't make payment, set up a payment plan asap
 - Why should someone attend a Board meeting
- e) Regarding "What's the Buzz Around Westcreek," Community Manager Jacob Fey said he needed more clarification. It will be brought up at the next Board meeting. If they approve, it will be used starting in February on the website, Facebook page, etc.
- f) Security concern with signed minutes on the website. Bill Fenstermacher said that the signature doesn't have to be on the minutes that are posted as long as it states that the signed minutes are available in the office.

New Business

Francis Lomax discussed posting various committee minutes on the website instead of just attaching them to the Board minutes. Guy Oliver didn't think it was a good idea because the minutes could possibly change before being signed. Heather Mallia thought it would be ok since committee minutes are verbally summarized to the Board at the meeting and then attached to the final Board minutes. Bill Fenstermacher said that putting all committee minutes on the website would add many more documents, slowing it down and taking up more space. Heather Mallia will try to talk to the Board about it. This topic will be discussed more at next month's committee meeting.

Adjournment

Joyce Oliver motioned to adjourn at 5:50 PM. Heather Mallia seconded. All present were in favor. Meeting adjourned. Next meeting will be on Monday, February 3, 2020.

//Signed//

Michelle de Jongh
Secretary

Date

//Signed//

Bill Fenstermacher
Chair

Date