



COMMUNICATIONS COMMITTEE

Meeting Agenda

March 2, 2020 @ 10:00 AM
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. VWOA Monthly Newsletter: All Members - Open
 - d. **"What's the Buzz Around Westcreek"** update: Bill Fenstermacher - Open
6. New Business
 - a.
7. Next Meeting April 6, 2020 @ 10:00 AM
8. Adjournment

VWOA Communications Committee Meeting Minutes

March 2, 2020

In attendance

Chairman Bill Fenstermacher, Francis Lomax, Barbara Hopkins, Joyce Oliver, Coral Fathy, and Heather Mallia

Excused

Gene Hopkins, Michelle de Jongh, and Guy Oliver

The meeting was called to order at 10:00 AM

Adopt/Approve Agenda

The committee approved today's agenda.

Review/Approve Previous Minutes

The minutes from the February 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:

- Mr. Fenstermacher added the January and February agendas and minutes to the Communications Committee Webpage.
- Mr. Fenstermacher is waiting for the minutes for the Suggestions and Recommendations Committee (SARC). Once he receives them, he will add them to the SARC Webpage.
- Mr. Fenstermacher was also missing minutes for the Nominations Committee. Mr. Lomax will forward him the missing minutes.
- Mr. Fenstermacher pointed out that there seems to be confusion about write-in names on the ballots. There was one blank checkbox on the ballot with nothing to the right of it. It appears that this was put there so someone could add a write-in. There were no instructions provided on the ballots that were mailed out, which indicated that you were able to include write-in names for homeowners that were not in the candidates listed on the ballot. Mr. Lomax pointed out that if the 'Allow Write-In' option is selected on the VoteHOANow electronic voting setup, then it automatically generates the number of write-in options based on the number of seats being voted on. Thus, to be consistent, there should have been three check boxes with blank underlines following it to allow for up to three write-ins for each ballot. Also, it is not clear if homeowners can hand-draw two more check boxes and add write-ins. It is unclear how the homeowners are going to be notified of the electronic voting procedures. Mr. Lomax said that last year, the VoteHOANow system notified the homeowners who were signed up on the SpectrumAM VWOA portal. The Board has indicated that it would be done the same as it was done last year. If the Board thinks any of these items need further clarification, they can be published in the Newsletter or "What's the Buzz" announcements.

- b) Anti-littering Campaign: The model release form was provided to the Board for review. Mrs. Mallia thought that it was okay to use it. Mr. Fenstermacher will advise Christine Kennedy that it is okay to use it and proceed with the project. (Also, see “New Business” item below.)
- c) April newsletter ideas:
- Easter Egg Hunt (on morning of Good Friday this year).
 - Annual Meeting (on April 16th).
 - The committee discussed ideas to increase participation in one of the classes being offer by one of our vendors. The association provides support by advertising in our newsletters and “What’s the Buzz” announcements. Seems, like it is up to the vendor to provide more marketing opportunities such as advertising in local schools, etc.
 - Mr. Fenstermacher thanked Mrs. Mallia for her excellent articles that she has been writing for the newsletters. Since we do not have recurring articles from Melissa Motz, Mr. Fenstermacher thought would be helpful if we can get more input ideas from the Board or the Staff. If they could give us a rough draft, we could clean it up and send it back for their approval.
- d) What’s the Buzz Around Westcreek: Mr. Fenstermacher explained to the staff, how they can use it like a template. He is encouraging them to use it.

New Business

Mrs. Fathy questioned whether we need to put out an announcement for kids for the “Anti-littering Campaign”. Mr. Fenstermacher thought we had enough already identified from the Board, Staff, and friends. Mr. Fenstermacher thought that it might be best to try to do the filming on a Saturday when the office was open. That way, the release forms could be provided to them at that time. He will check with Christine to see if that works for her.

Adjournment

Mrs. Oliver motioned to adjourn at 10:17 AM. Mrs. Hopkins seconded. All present were in favor. Meeting adjourned. Next meeting will be on Monday, April 6, 2020 at 10:00 AM.

Submitted on: March 10, 2020

//Signed//

*Francis Lomax
Communications Committee Assistant Chair*

//Signed//

*Bill Fenstermacher
Communications Committee Chair*