

Communications Committee
Minutes for meeting April 14, 2013
Parkfairfax Party Room

Attending: Alice Cave, Elaine Hussain, Barbara Wilmer, Guest Nan Miller

Summary for Board Report

Committee discussions included the May Cathy Condo subject; explaining the newsletter production process to Ms. Miller; and future Pulse surveys for the website. We considered the suggestion for providing a welcome-to-Parkfairfax video to help new residents acclimate to life in our community.

I. Newsletter

1. Ms. Miller submitted an article and received a response from the general manager that the article was “on hold.” The committee members suggested resubmitting the article for May.
2. Cathy Condo – for May, dog waste/covenants. **Barbara** will send updated text to Elaine.
3. Article review
 - a. **Barbara** will work on a long-term project that entails analyzing the hundreds of maintenance articles, rewriting, updating, combining and deleting duplicates. Elaine will provide future guidance on which belong in what issues of the *Forum*.
 - b. Newcomer page has not been inserted since November 12, and the map used then has had large portions cut off. **Elaine** will check Jan’s original. Trailheads to woodlands areas need to be added (**Nan Miller** will add locations to a regular Parkfairfax map and send to Elaine). **Elaine and Jan** will correspond about updating the map. The Newcomer page (either the first page or both pages) should go into the *Forum* every two or three months.

II. Website

1. Parkfairfax Pulse

Two more surveys were submitted to Elaine for May and June. **Elaine** will research whether or not a “fill in the blank” feature is available for “other” choices.
2. Search feature – **Elaine** will research as time allows.

III. General

1. The committee members discussed the possibilities around a video to welcome new residents and coach them on some of the important requirements regarding the community’s covenants. The suggestion included ideas such as requiring an office visit to view the video or duplicating the footage on DVDs and requiring new residents to sign off on having received the DVD with their welcome packet. Members were reluctant to consider processes with added administrative and budget impacts, but thought the idea could be implemented as a link on the website for voluntary viewing (URL could also be added to the front section of the welcome packet as well as to each issue of the *Forum*). All the project needs is a dedicated group of volunteers willing to implement the goal, with input from management and the Board regarding content, length, and tone.

Next meeting: May 8 at 7 p.m.