

# COMMUNICATIONS COMMITTEE

Minutes of April 11, 2007 Meeting  
CA Conference Room

**Attending:** Lois Case, Chair; Ray Wright, Gene Boley, Rex Davenport, Susan Lambert, Chub Meeker, Nancy Snow, Sondra Carlton (CA Staff), Byron Raynie (Board Liaison)

Lois Case called the meeting to order at 9:32 a.m.

Lois reported that ex-officio Mary Ann Porcher has resigned. Ray Wright will contact the alternate ex-officio, Dorothy Jones, to notify her to start attending our meetings.

Chub Meeker will send a new list of committee members to the committee.

## Approval of Minutes: 3-14-07

- A motion was made by Chub Meeker and seconded that minutes of March 14 meeting were approved with change to: "In response to Item 3, Susan Lambert made a motion and it was seconded that as of July, all Charter Clubs be required to use OMATI guidelines as of July 2008." This was changed to state that Susan Lambert made a motion that a recommendation be made to the CA Board that all Charter Clubs be required to use OMATI guidelines as of July 2008. Motion passed.

## Old Business

- Media Advisory Panel (MAP): Procedures for Selecting Panel Members  
We have had four individuals expressing interest. The Communications Committee should select this subcommittee. This is not a formal selection process but some criteria should be established. A good cross section of the community would serve well. We will invite them to submit qualifications and bring them in for an interview. The four questions we will ask all of them are:
  - How long have you lived in Sun City>?
  - Do you watch News and Views?
  - Have you ever looked at the Web Portal?
  - Why do you want to be on this panel?
- Based on what they submit, we can generate questions.
- The Board has not officially approved this subcommittee, but it was well received. In most cases, Board approval is not necessary for establishing subcommittees. The Chair of the Committee can make the appointments.
- Forum Editor Duties: Sondra Carlton  
A document was distributed by Sondra Carlton describing the Forum Editor Duties. Jim Chapman is the Editor and asked Sondra to review the document with the Communications Committee. Sondra read the six items.
  - There was discussion about length of time for items to stay on the Forum. For sale items will be deleted after 30 days; they can be resubmitted. Discussion items should be deleted 90 days after the last entry. A motion made by Rex Davenport and seconded that the Forum Editor Duties as amended be included in the Web Portal Policy. Motion passed. Susan Lambert will edit the document and send it to the Communications Committee.
- Portal Advisory Support Group: Sondra Carlton  
The following individuals have been appointed as members of the Portal Advisory Support Group: Ray Wright, Doug Willoughby, Lynn Chapman, Jim Chapman, Paul Mack, Phil Lehman, and Evelyn Fox, Web Administrator. Each of these people has a keen sense of responsibility for the Portal and assigned a section that they will keep fresh.
- Acronyms: Gene Boley  
Gene indicated that the list he sent to all committee members is already out of date. He will put his list of acronyms together with the list that is in the new resident directory. Chub Meeker made a motion and it was seconded that the acronyms be placed on the Portal.
- City Week (Addition to Williamson Sun): Sondra Carlton

Sondra and Gary Newman had a meeting with Clark Thurman and Linda Scarborough about the weekly insert in the Sunday Williamson Sun. Ben Trollinger will be the editor. Sondra has concerns about revenue and our official publication. In the conversations with the Sun, some suggestions were made about different roles for the Portal and Sun Rays. None of it is new but there has not been time to discuss it further. Four people have responded to Sondra's ad for contributing writers. We need to expand the Sun Rays and figure out new ways to drive traffic to the Portal.

There was discussion about where to locate Byron's newsletter and other resident newsletters. The suggestion from Sondra was to place the newsletters at the community issues forum. Byron indicated that it would be good to facilitate discussion of issues or they will go to the outside media.

Sondra has a good candidate for her position to take over the Sun Rays.

Lois requested another ad for applications for the MAP.

- Communications Stewardship Process: Byron Rainey  
Byron is to report to community by January 2008 Board meeting. He has set up a meeting in the Atrium for input. His questions: 1) how do people think we are doing and 2) what measures can we use to measure how good "good" is. Susan Lambert indicated that the Communications Committee has given this a lot of thought and has a roadmap that our Committee developed over two years. Byron is not planning to use the roadmap but will send his agenda to the Committee. We need to keep it within a framework that can measure achievement. Concept goes only so far. Feedback needs to be meaningful.
- Other  
Lois discussed three emails she received on the Communications Committee email address on the Portal. Two respondents felt that it was discriminatory to air news items on cable, since some residents do not have cable, and that news should be available to everyone on the Portal. Ray indicated that it is cost prohibitive to send video on demand through the Portal but Evelyn Fox and Jim Hester are working on possible solutions.

Sondra asked for direction on advertising for a movie that is being shown by the Democratic Club. It is a political group that is showing it and her policy has been to avoid political ads. Elected officials come here to speak but are not allowed free advertising. It was discussed that the group can pay for their advertising.

There being no further business, the meeting was adjourned at 11:15 a.m.

Respectfully Submitted,  
Nancy Snow, Secretary