



COMMUNICATIONS /IT COMMITTEE MINUTES

September 17, 2019

The Communications/IT Committee meeting was held on Thursday, September 17, 2019, and was called to order at 1:00 p.m. by Chair Massetti in the Administration Conference Room, followed by the Pledge of Allegiance.

ROLL CALL

Present: Mr. N. Massetti, Chair Ms. P. Snowden
Mr. S. Hopewell Ms. L. Stone, Ex-Officio
Ms. L. Perrotti

Absent: Ms. I. Heinrichs

Also Present: Ms. N. Chigireva, Director of Communications and Technology
Ms. K. Lukina, Communications OPS Coordinator
Two Shareholders/Members

The agenda actions of the committee will be limited only to the members of the committee and will only constitute such actions in accordance with stated committee policy and/or provide recommendations to the GRF Board of Directors at its regular Board meeting on the 4th Tuesday of the month. GRF Board members who are not committee members will be allowed to comment when recognized by the Chair and only during the proscribed Foundation member comment period, not to exceed four minutes, as set forth in Policy 5610, Participation by Foundation Members. The minutes of today's committee meeting will be presented to the Board for approval following the approval of the committee meeting minutes in October of 2019.

CHAIR'S ANNOUNCEMENTS

Chair Massetti greeted and welcomed everyone to the Communications/IT Committee meeting and introduced Foundation members, guests and staff, including the Director of Communications and Technology Nataly Chigireva and Communications OPS Coordinator, Katya Lukina.

Rules of Order

Chair Massetti asked everyone to silence their cell phones, wait for their turn to speak and avoid side conversations.

Chair's Report

Chair Massetti had no report to present at the time of the meeting.

SHAREHOLDER/MEMBER COMMENTS

One Shareholder/ Member spoke on the item pertaining to the Committee's area of purview.

APPROVAL OF MINUTES (N/A)

CORRESPONDENCE (N/A)

STAFF REPORTS

Director of Communications and Technology

Executive Director

The Executive Director was absent.

SUB-COMMITTEE REPORTS (N/A)

PRESIDENT'S COMMENTS

UNFINISHED BUSINESS (N/A)

NEW BUSINESS

Review of the Cities & HOA Organizations Website

The Committee reviewed HOA organizations and the city website as presented by the Director of Communication and Technology, and highlighted the following: social media links, daily calendar, videos, separate tabs for residents and visitors, white background, compatibility with all devices.

Review of Answers in the New Website Committee Questionnaire

The Committee discussed the website questionnaire, and the summary of responses, and concurred on a website not cluttered with advertising, kept up to date, user-friendly, organized and searchable, and ADA compliant.

Review Insights on the Visitors

The Committee reviewed the insights on the visitors as presented by the Director of Communications and Technology and concurred on making the website more community-friendly with the focus on residents and potential buyers. The Committee also

concluded to brainstorm the future website content based on the data provided and discuss it at the next scheduled meeting.

Resident Services

The Director of Communications and Technology spoke of resident services in contribution of the website redevelopment.

Monetization Opportunities

The Director of Communications and Technology stated that the goal for a new website is to have a separate space for advertising and ad browsing.

Important Questions

No discussion took place on this matter at the time of the meeting.

Finalizing RFP

The Committee reviewed the RFP for website redesign and advised the Director of Communications and Technology provide the Committee members with a revised version of it prior to the next scheduled meeting.

GOVERNING DOCUMENTS (N/A)

ADJOURNMENT

Chair Massetti adjourned the meeting at 3:56 p.m.



Nick Massetti, Chair
COMMUNICATIONS COMMITTEE