

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**

The Director of Communications and Technology had no report to present at the time of the meeting.

Executive Director

The Executive Director was absent.

SUB-COMMITTEE REPORTS (N/A)**PRESIDENT'S COMMENTS**

President Stone commented on various agenda items throughout the meeting.

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, including The Villages, City of Roseville, and the Village of Glencoe. The Committee highlighted the following: social media links, daily calendar, videos that show active community, 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 in addition to the summary of responses received, concurred on the following for a new website: not cluttered with advertising, kept up to date, user-friendly, organized and searchable, ADA compliant, with the focus on residents, then potential buyers and realtors, and a separate tab to financial statements.

Review Insights on the Visitors

The Committee reviewed the insights on the visitors as presented. The Director of Communications and Technology stated that the goal for a new website is to be community-oriented, primarily for the residents and potential buyers, with an easy access to most visited pages – LW Weekly and governing documents.

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

Chair Massetti called for a break at 2:30 p.m. The meeting resumed at 2:49 p.m.

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 one of the goals 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 proposed draft of 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 3:54 p.m.



Nick Massetti, Chair
COMMUNICATIONS COMMITTEE

KL 09-17-19