

BELLASERA COMMUNITY ASSOCIATION  
COMMUNICATIONS COMMITTEE  
MINUTES OF MEETING HELD 26 JAN 2005

Present: Dick Chenault, Keith Christian, Patrick Manion, Joe McDade,  
Emily Shriver, Bart Sotnick

Absent: Jane Hillerson

Guest: Bruce Martin

1. Keith called the meeting to order at 4:40 p.m., and a quorum was present.
2. The minutes of the meeting held 15 December 04 were approved unanimously as drafted.
3. Following a discussion regarding changing the Candidate Application Form used last year, the committee voted unanimously to leave it in its current form, changing only the appropriate dates. Keith agreed to draft a candidate recruitment poster for all official bulletin boards, and e-mail to all committee members for review. We also agreed to provide the poster information via our web site, and a broadcast e-mail.
4. Bart provided a paper describing the current newsletter editing process. Some options for editing the newsletter after March were discussed, but no solution was agreed upon, and the discussion will continue at our next meeting.
5. Keith asked the committee members to consider changes or additions in form or content to the 2005 edition of our community directory, prior to continued discussion at our February meeting.
6. Pat provided suggestions about how to make the web site content more current. Keith agreed to be the collection point for the data from the community manager, and the various committee chairpersons. We also agreed to give credit to all photographs that appear on the site, assuming the contributor is agreeable.
7. Dick agreed to submit a resolution to the Board in February tasking the Budget & Finance Committee to provide pro & con arguments to our committee regarding the resale assessment discussed at the recent Town Hall meeting. Once the data has been provided to us, we will distribute a referendum to all residents, with the goal of determining if obtaining a two-thirds favorable vote of the community is likely.
8. Our next meeting is planned for Wednesday, February 23rd, 2005, at 4:00 p.m.
9. The meeting was adjourned at 6:00 p.m. by unanimous consent.

BELLASERA COMMUNITY ASSOCIATION  
COMMUNICATIONS COMMITTEE  
MINUTES OF MEETING HELD 23 FEB 2005

Present: Dick Chenault, Keith Christian, Patrick Manion, Joe McDade, Emily Shriver, Bart Sotnick

Absent: Jane Hillerson

Guests: Anne Marie Fitness, Bruce Martin

1. Keith called the meeting to order at 4:05 p.m., and a quorum was present.
2. The minutes of the meeting held 26 January 05 were approved unanimously as drafted.
3. The committee discussed the Meet the Candidates Night, planned for March 31st. We agreed on a revised agenda format: two prepared questions, and acceptance of only written questions from the audience. Keith agreed to provide the draft agenda to all members prior to our March meeting.
4. Discussion of a possible resale assessment referendum, and the 2005 community directory, were both deferred until our March meeting.
5. Our committee discussed several different options for producing the newsletter in the future. We agreed to make the April edition a "committee effort", with Joe collecting and editing most of the information, Pat doing the calendar, and Keith putting the content together, using MS Publisher. Other members may be called upon to assist as required.
6. On behalf of the committee, Keith expressed our appreciation to Bart for his 3 1/2 years of editing the newsletter. He also thanked Dick for his contributions to our committee.
7. Our next meeting is planned for Wednesday, March 23rd, 2005, at 4:00 p.m.
8. The meeting was adjourned at 5:30 p.m. by unanimous consent.

BELLASERA COMMUNITY ASSOCIATION  
COMMUNICATIONS COMMITTEE  
MINUTES OF MEETING HELD 23 MAR 2005

Present: Keith Christian, Patrick Manion, Joe McDade, Bart Sotnick

Absent: Jane Hillerson, Emily Shriver

Guest: Bruce Martin

1. Keith called the meeting to order at 4:05 p.m., and a quorum was present.
2. The minutes of the meeting held 23 February 05 were approved unanimously as drafted.
3. The committee made a few minor revisions to the final draft version of the Meet the Candidates Night agenda. Keith agreed to post the final agenda on all official bulletin boards the following day. Pat agreed to assist Keith with moderating the meeting.
4. Keith provided a rough draft of the April newsletter, and all members present agreed to various tasks associated with production of this edition: Joe to revise the garden column, Pat to provide April calendar event items. Bart provided additional guidance, based on his past experience.
5. Our committee discussed the outline for a community referendum regarding a possible resale assessment. Keith agreed to provide a first draft, using the ideas discussed, for committee review prior to our April meeting. Keith asked all members to think of ways to maximize resident response to such a referendum.
6. We agreed to continue discussion of the 2005 community directory at our next meeting, including designating a committee point of contact for current and potential advertisers.
7. Pat agreed to provide the committee members an up-to-date status on our web site traffic.
8. Our next meeting is planned for Wednesday, April 20th, 2005, at 4:00 p.m.
9. The meeting was adjourned at 5:15 p.m. by unanimous consent.

BELLASERA COMMUNITY ASSOCIATION  
COMMUNICATIONS COMMITTEE  
MINUTES OF MEETING HELD 20 APR 2005

Present: Keith Christian, Patrick Manion, Joe McDade, Emily Shriver, Bart Sotnick

Absent: Jane Hillerson

1. Keith called the meeting to order at 4:05 p.m., and a quorum was present.
2. The minutes of the meeting held 23 March 05 were approved unanimously as drafted.
3. Keith, Patrick, Joe and Emily indicated they will continue to serve on the committee. Bart indicated he was resigning from the committee, effective today. Jane had previously indicated via e-mail her decision to resign from the committee. Keith thanked both for their many years of service on the committee.
4. The committee made several changes to the first draft of the resale assessment referendum. Keith agreed to make the changes agreed upon, and distribute the second draft to all members prior to our May meeting.
5. We discussed the plan of action for producing the 2005 community directory in July. Emily agreed to be our point-of-contact for potential advertisers. Keith agreed to put a piece in the May and June newsletters regarding the revised directory. Emily agreed to report on interested advertisers at our June meeting, at which time we will determine the ad rate required to cover the directory printing cost.
6. No significant web site or newsletter issues were discussed.
7. We all agreed on the following mailbox bulletin board posting responsibilities:  
  
MAY - JUNE: Joe  
JULY - AUGUST: Patrick  
SEPTEMBER-OCTOBER: Emily  
  
Keith will serve as alternate throughout the period
8. Our next meeting is planned for Wednesday, May 18, 2005, at 4:00 p.m.
9. The meeting was adjourned at 5:10 p.m. by unanimous consent.

BELLASERA COMMUNITY ASSOCIATION

COMMUNICATIONS COMMITTEE

MINUTES OF MEETING HELD 18 MAY 2005

Present: Keith Christian, Patrick Manion, Joe McDade, Emily Shriver, Carol Sotnick

Guest: Bruce Martin

1. Keith called the meeting to order at 4:05 p.m., all members were present.

2. The minutes of the meeting held 20 April 05 were approved unanimously as drafted.

3. Keith welcomed Carol to our committee. Recently elected to the Board of Directors, she will serve as Board representative on the Communications Committee.

4. The committee made several changes to the second draft of the resale assessment referendum. Keith agreed to make the changes agreed upon, and distribute the final draft to the Board and other interested individuals, with a "cc" to all committee members.

5. Emily reported on initial interest from potential advertisers in our planned 2005 community directory, and agreed to provide a final list at our June meeting. Keith will provide a current cost estimate for the directory printing, after which we will determine the cost per ad placement. Keith agreed to put a directory piece in the June newsletter, as well as a bulletin board poster.

6. Pat provided some web site usage data, and requested we discuss how to present historical data on the site at our next meeting. Carol agreed to contact Jim Gleason and Crawford Love to insure approved budget and shopping center information is included in the June newsletter.

7. Our next meeting is planned for Wednesday, June 22, 2005, at 4:00 p.m.

8. The meeting was adjourned at 5:15 p.m. by unanimous consent.

BELLASERA COMMUNITY ASSOCIATION  
COMMUNICATIONS COMMITTEE  
MINUTES OF MEETING HELD 22 JUNE 2005

Present: Keith Christian, Pat Manion, Joe McDade, Emily Shriver,  
Carol Sotnick

Guest: Ben Smith

1. Keith called the meeting to order at 4:05 p.m., all members were present.
2. The minutes of the meeting held 18 May 05 were approved unanimously as drafted.
3. Keith was elected to serve as chairman of the committee by a "yes" vote of all members, except Carol, who stated she was not allowed to vote, due to her position as a Director.
4. Carol asked the committee's agreement to distribute a broadcast e-mail message to all residents concerning the proposed LM & SR shopping center. We agreed to do so, after Keith receives the message text from Carol.
5. Emily reported we have three firm resident advertisers for the 2005 community directory, with the potential for two more. After determining that we need more ad revenue to make the effort self-sustaining, Emily and Joe agreed to solicit commercial advertisers outside our community. We also agreed to postpone the release of the directory until August, after the new management company is in place.
6. Pat described a new procedure for posting Board and Committee meeting minutes on our web site, effective January 2006. Pat also agreed to train Emily and Joe on methods of modifying web site content, after a discussion of the June newsletter web site posting episode.
7. Our next meeting is planned for Wednesday, July 27, 2005, at 4:00 p.m.
8. The meeting was adjourned at 5:15 p.m. by unanimous consent.

BELLASERA COMMUNITY ASSOCIATION  
COMMUNICATIONS COMMITTEE  
MINUTES OF MEETING HELD 27 JULY 2005

Present: Keith Christian, Pat Manion, Joe McDade, Carol Sotnick

Absent: Emily Shriver

Guest: Ben Smith

1. Keith called the meeting to order at 4:05 p.m., and a quorum was present.
2. The minutes of the meeting held 22 JUNE 05 were approved unanimously as drafted.
3. The committee discussed the 2005 community directory, with the following results:

Joe reported we have three committed external advertisers, and one additional one from Bellasera handyman, DMZ. Combined with four Bellasera resident ads, a total of eight, sufficient to cover the cost of production.

We agreed to the following time line (all dates "no later than") in order to produce the directory:

- Keith agreed to send the final data files to Pat, August 1st.
- Joe agreed to have all the ad copy submitted, August 8.
- Pat agreed to provide a proof copy for advertisers, August 11.
- Keith will show the proof copy to Bellasera sponsors, with Joe providing it to the external advertisers.
- Final directory copy file delivered to printer, August 22.

The committee approved the directory format proposed by Pat, and agreed to place the eight ad copy pages together, following the alpha sort of residents' names. We agreed on the cover color "Becket Concept-Sandstone".

Keith agreed to advise the Board of Directors of our tentative plan to make a password-protected Adobe Acrobat directory file available to Bellasera residents.

4. The committee agreed with Pat's proposed changes for posting Board and Committee meeting minutes on our web site, effective no later than January 2006.
5. Keith reported on preliminary response to the Resale Assessment Survey, and agreed to provide committee members a random list of non-responding residents for follow-up telephone calls no later than August 19.
6. The committee agreed not to change the existing Web Site Policy due to provisions in the policy that afford the Board of Directors the means to delegate authority to change site content, if necessary.
7. Our next meeting is planned for Wednesday, August 24th, 2005, at 4:00 p.m.
8. The meeting was adjourned at 5:05 p.m. by unanimous consent.

BELLASERA COMMUNITY ASSOCIATION  
COMMUNICATIONS COMMITTEE  
MINUTES OF MEETING HELD 23 AUGUST 2005

Present: Keith Christian, Pat Manion, Carol Sotnick

Absent: Joe McDade, Emily Shriver

Guests: Lenore Slater, Ben Smith

1. Keith called the meeting to order at 4:05 p.m., and a quorum was present.

2. Keith acknowledged the attendance of, and extended a welcome to, prospective committee member, Lenore Slater.

3. The minutes of the meeting held 27 JULY 05 were approved unanimously as drafted.

4. Keith provided results of the Resale Assessment Survey: 133 (37%) residents responded; of those responding, 33% were FOR, 67% were AGAINST, the proposal. The committee agreed the response rate was a bit above prior surveys, and that providing a monetary incentive may increase the response rate of future surveys.

5. Keith informed the committee the 2005 Community Directory file was delivered to the printer on August 22, and expressed appreciation to committee members for all the work done in producing it.

We again discussed making the electronic directory file available to Bellasera residents, upon request. The idea will be presented to the Board on September 20. Pat agreed to provide training to Ben and Sheila so that the directory spreadsheet file can be updated continuously in the Community Manager's office.

6. Pat presented his idea to share more of the web site maintenance duties, and agreed to try to simplify the site software to make it easier for others to maintain.

7. Emily has the mailbox bulletin board posting responsibility for September and October. We will establish a new schedule at our September meeting.

8. Our next meeting is planned for Tuesday, September 27th, 2005, at 4:00 p.m.

9. The meeting was adjourned at 5:00 p.m. by unanimous consent.

BELLASERA COMMUNITY ASSOCIATION  
COMMUNICATIONS COMMITTEE  
MINUTES OF MEETING HELD 27 SEPTEMBER 2005

Present: Keith Christian, Pat Manion, Joe McDade, Emily Shriver,  
Carol Sotnick

Guests: Judith Zeiger

1. Keith called the meeting to order at 4:05 p.m., all members were present.
2. Keith acknowledged the attendance of, and extended a welcome to, prospective committee member, Judith Zeiger.
3. The minutes of the meeting held 27 AUGUST 05 were approved unanimously as drafted.
4. The committee discussed the completed 2005 community directory, and agreed to consider the following changes for next year's edition: increase the left hand gutter margin, change the occupant name listing to read top-to-bottom vice left-to-right. We plan to issue an update to the directory in January 2006.
5. Following a discussion on making an electronic version of the directory available to Bellasera residents, Pat agreed to investigate further and report back at our next meeting. The desired software should be compatible with Apple computers and PC's, and be capable of opening the directory file one-time by a unique password.
6. We agreed on the following mailbox bulletin board posting schedule:  
  
OCT: Emily  
NOV-DEC: Keith  
JAN-FEB: Joe  
MAR-APR: Pat  
MAY-JUN: Emily  
Keith will be the alternate throughout the period.
7. Keith reported we have added 15 new e-mail newsletter recipients, and that the printed newsletter will be a different color in October. Pat provided web site usage statistics for the past few months to the committee.
8. Our next meeting is planned for Tuesday, October 25th, 2005, at 4:00 p.m.
9. The meeting was adjourned at 5:05 p.m. by unanimous consent.

BELLASERA COMMUNITY ASSOCIATION  
COMMUNICATIONS COMMITTEE  
MINUTES OF MEETING HELD 25 OCTOBER 2005

Present: Keith Christian, Pat Manion, Joe McDade, Carol Sotnick,  
Judith Zeiger

Absent: Emily Shriver

1. Keith called the meeting to order at 3:05 p.m., a quorum was present.
2. The minutes of the meeting held 27 SEPTEMBER 05 were approved unanimously as corrected.
3. The committee made several recommended changes to the AAM Bellasera Welcome Package. Keith will provide the mark-up to the Community Manager. Judith agreed to draft a one-page 'Newcomer Fact Sheet', as a recommended addition to the package, for committee review at our November meeting.
4. Following a discussion on making an electronic version of the community directory available to Bellasera residents, Pat agreed to try and develop a version of the directory compatible with Apple users. The PC version he provided was acceptable to all members present using that platform.
5. We discussed ways to improve the monthly newsletter, and agreed to implement the following:  
a new feature including brief bio information about selected residents; improve the accuracy of the calendar; add page numbers. Keith will provide a draft questionnaire, to gather information for the first item, at our next meeting.
6. Pat agreed to add two buttons to the home page of our web site: one for "Forms", one for "Meeting Notices."
7. Our next meeting is planned for Tuesday, November 22, 2005, at 3:00 p.m.
8. The meeting was adjourned at 4:05 p.m. by unanimous consent.

BELLASERA COMMUNITY ASSOCIATION  
COMMUNICATIONS COMMITTEE  
MINUTES OF MEETING HELD 22 NOVEMBER 2005

Present: Keith Christian, Pat Manion, Joe McDade, Emily Shriver, Carol Sotnick, Judith Zeiger

1. Keith called the meeting to order at 3:10 p.m., all members were present.

2. The minutes of the meeting held 25 OCTOBER 05 were approved unanimously as corrected.

3. The committee reviewed the 'Welcome to Bellasera' draft prepared by Judith. Judith agreed to include the changes agreed upon by the committee and forward the final document to Keith, for inclusion in the AAM Bellasera Welcome Packet.

4. The committee reviewed the 'Tech Burst' draft prepared by Pat. Pat agreed to include the changes agreed upon by the committee and forward the final document to Keith, for inclusion in a future newsletter.

5. The committee made several changes to the proposed 'People of Bellasera' newsletter feature prepared by Keith, and agreed to include the revised piece in the December newsletter.

6. Keith informed the committee that we have changed to an annual service charge of \$108 for our web site hosting service. No other significant web site or newsletters issues were discussed.

7. Our next meeting is planned for Tuesday, December 20, 2005, at 3:00 p.m.

8. The meeting was adjourned at 4:05 p.m. by unanimous consent.

BELLASERA COMMUNITY ASSOCIATION  
COMMUNICATIONS COMMITTEE  
MINUTES OF MEETING HELD 20 DECEMBER 2005

Present: Keith Christian, Pat Manion, Joe McDade, Emily Shriver, Carol Sotnick, Judith Zeiger

1. Keith called the meeting to order at 3:05 p.m., all members were present.

2. The minutes of the meeting held 22 NOVEMBER 05 were approved unanimously as drafted.

3. The committee discussed the planned mid-year update to the community directory. Pat agreed to finalize changes made to the spreadsheet since publication in August with Sheila. Keith will use the revised spreadsheet to draft the directory change sheet for review at our next meeting. Pat will use the new data to revise the community directory Adobe Acrobat file prior to our January meeting.

4. We reviewed the proposed community survey draft prepared by Carol. She agreed to include the changes we suggested in the survey final draft prior to our next meeting. We will also address the method of distribution and compilation at our January meeting.

5. Pat informed us he plans to resign from the committee in May 2006. He indicated he may be available to assist in preparation of the 2006 edition of the community directory.

6. The committee agreed with Keith's proposed changes to the mailbox bulletin board posting responsibility. The revised 2006 schedule is:

Joe: JAN, FEB  
Judith: MAR, APR  
Emily: MAY, JUN  
Keith: JUL, AUG

Keith will be the alternate throughout the period.

7. Our next meeting is planned for Tuesday, January 24, 2006, at 3:00 p.m.

8. The meeting was adjourned at 4:05 p.m. by unanimous consent.