

BELLASERA COMMUNITY ASSOCIATION  
COMMUNICATIONS COMMITTEE  
MINUTES OF MEETING HELD JAN 21 2009

Present: Dennis Carson, Keith Christian, Pat Manion,  
Joe McDade, Emily Shriver

1. Keith called the meeting to order at 8:35 a.m.
2. The minutes of the meeting held November 19, 2008 were approved unanimously as drafted.
3. Keith informed the committee that 27 residents were added to the e-newsletter distribution in December and January. After further discussion, we decided to send the printed newsletter only to those residents who request it, beginning in April. Keith agreed to send a sample e-newsletter to those residents with an e-mail address, but who are not on the current e-newsletter distribution.
4. The committee agreed to begin sending the approved Board meeting minutes to all residents with an e-mail address. Keith will advise the Board of this decision at their January 22 meeting.
5. Keith advised the committee of projects planned for the coming year, including a 'Meet the Candidates Night' in March or April, and an electronic update to the community directory in August.
6. Pat informed everyone that he plans to resign from the committee in April of this year.
7. The meeting was adjourned at 9:15 a.m. by unanimous consent.

BELLASERA COMMUNITY ASSOCIATION  
COMMUNICATIONS COMMITTEE  
MINUTES OF MEETING HELD FEB 18 2009

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

Absent: Dennis Carson

1. Keith called the meeting to order at 8:35 a.m.
2. The minutes of the meeting held January 21, 2009 were approved unanimously as drafted.
3. The committee discussed various methods of attracting community volunteers for pending Board and committee vacancies. We decided to use bulletin board posters, both at the mailboxes and a larger size in the clubhouse. Members agreed to bring draft ideas for these to our meeting in March. Newsletter articles and e-mail blasts will be used as well.
4. Keith advised the committee that the 'Meet the Candidates Night' will likely be held in early April, prior to the Annual Meeting later in the month. Keith agreed to solicit one agenda question from each of the three holdover Board members. Agenda will be finalized at our March meeting.
5. Joe will be the mailbox bulletin board poster person for MAR-APR.
6. Pat briefly explained the concept of RSS feeds, and the potential for use in the community.
7. The next meeting of the committee will be on Wednesday, March 25, at 8:30 a.m.
8. The meeting was adjourned at 9:15 a.m. by unanimous consent.

BELLASERA COMMUNITY ASSOCIATION  
COMMUNICATIONS COMMITTEE  
MINUTES OF MEETING HELD MAR 25 2009

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

Absent: Dennis Carson

1. Keith called the meeting to order at 8:35 a.m.
2. The minutes of the meeting held February 18, 2009 were approved unanimously as drafted.
3. Keith informed the committee that 21 residents have called to continue printed newsletter delivery, and 14 others have requested e-mail delivery; 178 remain on the printed distribution list. We agreed to continue the newsletter solicitation for at least one more month.
4. We decided to use the newsletter, bulletin board posters, and e-mail blasts to inform residents of the immediate need for Board and Modifications Committee members. Joe agreed to draft the poster prior to April 1.
5. The committee approved an agenda for 'Meet the Candidates Night', but decided not to hold the event this year due to the current lack of candidates applying for the Board positions.
6. Pat agreed to provide printed web site maintenance procedures to Keith prior to his leaving the committee next month.
7. The next meeting of the committee will be on Wednesday, April 22, at 8:30 a.m.
8. The meeting was adjourned at 9:20 a.m. by unanimous consent.

BELLASERA COMMUNITY ASSOCIATION  
COMMUNICATIONS COMMITTEE  
MINUTES OF MEETING HELD APR 22 2009

Present: Dennis Carson, Keith Christian, Pat Manion, Joe McDade, Emily Shriver

1. Keith called the meeting to order at 8:30 a.m.
2. The minutes of the meeting held March 25, 2009 were approved unanimously as drafted.
3. Keith informed the committee that 17 more residents have called to continue printed newsletter delivery, and 6 others have requested e-mail delivery; 172 remain on the printed distribution list. We agreed to continue the newsletter solicitation for at least one more month.
4. The committee agreed to produce an updated electronic edition of the community directory in July of this year.
5. The committee agreed with Emily's suggestion to explore having a get-together with new residents, to welcome them to the community and encourage them to volunteer for Bellasera committees.
6. All committee members expressed their appreciation to Pat for his contributions to the committee and the community the past five years.
7. The next meeting of the committee will be on Wednesday, May 27, at 8:30 a.m.
8. The meeting was adjourned at 9:25 a.m. by unanimous consent.

BELLASERA COMMUNITY ASSOCIATION  
COMMUNICATIONS COMMITTEE  
MINUTES OF MEETING HELD MAY 27 2009

Present: Dennis Carson, Keith Christian, Joe McDade,  
Emily Shriver

1. Keith called the meeting to order at 8:35 a.m.
2. The minutes of the meeting held April 22, 2009 were approved unanimously as drafted.
3. Keith informed the committee that a total of 53 residents have called to continue printed newsletter delivery, and 22 others have requested e-mail delivery; 162 remain on the printed distribution list. We agreed to send a cover sheet on the July newsletter to the 110 residents who've not responded, indicating continuing printed delivery is dependant on a phone call.
4. The committee agreed to review a draft of the 2009 community e-directory, which Keith will provide, at our June meeting.
5. Joe suggested and agreed to provide an article on Scottsdale zoning for the June newsletter.
6. The next meeting of the committee will be on Wednesday, June 24, at 8:30 a.m.
7. The meeting was adjourned at 9:05 a.m. by unanimous consent.

Bellasera Community Association  
Communications Committee  
Minutes of Meeting on July 29, 2009

Present: Keith Christian, Joe McDade, Emily Shriver

Absent: Dennis Carson

1. Keith called the meeting to order at 8:35 a.m.
2. The minutes of the meeting held May 27, 2009 were approved unanimously as drafted.
3. Keith reported electronic distribution of the 2009 community directory went smoothly.
4. Keith informed the committee that a total of 58 residents have called to continue printed newsletter delivery, and 22 others have requested e-mail delivery. We agreed to send a cover sheet on the August newsletter to the 109 residents who've not responded, indicating continuing printed delivery is dependant on a phone call. The committee reviewed a draft of the cover sheet.
5. All members present agreed with a recent decision made by Keith about commercial content in the July newsletter. We briefly discussed accepting paid advertisements for the newsletter, and deferred further consideration until there are more members on the committee.
6. Following Joe's mention of a petition drive regarding a change of zoning for land near Bellasera, we agreed to continue the discussion at our August meeting. Joe agreed to forward copies of the petition to all members.
7. The next meeting of the committee will be on Wednesday, August 26, at 8:30 a.m.
8. The meeting was adjourned at 9:15 a.m. by unanimous consent.

Bellaseria Community Association  
Communications Committee  
Minutes of Meeting on August 26, 2009

Present: Dennis Carson, Keith Christian, Joe McDade, Emily Shriver

Guest: Keli Ballinger

1. Keith called the meeting to order at 8:35 a.m.
2. The committee welcomed resident Keli Ballinger, who had indicated an interest in joining the Communications Committee.
3. The minutes of the meeting held July 29, 2009 were approved unanimously as drafted.
4. Keith informed the committee that a total of 72 residents have now called to continue printed newsletter delivery, and 22 others have requested e-mail delivery. At the conclusion of our effort to minimize newsletter mailing cost, 80 residents will not be receiving the newsletter, either e-mail or printed, beginning in September.
5. The committee discussed various means of making residents aware of the issues relating to rezoning applications near Bellaseria. Joe agreed to coordinate the effort, by providing a piece for the September newsletter, and making a final version of a petition opposing the projects available in the clubhouse.
6. We agreed to continue our earlier discussion concerning a new resident/volunteer informational meeting this fall or winter, at our September committee meeting.
7. The next meeting of the committee will be on Wednesday, September 23, at 8:30 a.m.
8. The meeting was adjourned at 9:15 a.m. by unanimous consent.

Bellasera Community Association  
Communications Committee  
Minutes of Meeting on September 23, 2009

Present: Keli Ballinger, Keith Christian, Joe McDade,  
Emily Shriver

Absent: Dennis Carson

1. Keith called the meeting to order at 8:35 a.m.
2. The minutes of the meeting held August 26, 2009 were approved unanimously as drafted.
3. Keli agreed to provide 2 articles for the October newsletter.
4. Joe briefed the committee on the latest developments concerning issues relating to rezoning applications near Bellasera, and agreed to provide an update for residents in the October newsletter.
5. Following discussion, the committee agreed to provide new resident and volunteer information at the community's social event on New Years Day 2010.
6. The next meeting of the committee will be on Wednesday, October 28, at 8:30 a.m.
7. The meeting was adjourned at 9:15 a.m. by unanimous consent.

Bellasera Community Association  
Communications Committee  
Minutes of Meeting on October 28, 2009

Present: Keli Ballinger, Dennis Carson, Keith Christian, Joe McDade, Emily Shriver

1. Keith called the meeting to order at 8:35 a.m.
2. The minutes of the meeting held September 23, 2009 were approved unanimously as drafted.
3. The committee decided to have a new resident/volunteer information table at the community social event planned for New Years Day. Keith agreed to coordinate the plans with the Social Committee, and final preparations will occur at our December meeting.
4. Following Keli's suggestion, and further discussion, each member of the committee agreed to provide two potential community personality profiles for inclusion in future editions of the newsletter.
5. Keli agreed to assume the mailbox posting duty for NOV-DEC.
6. The next meeting of the committee will be on Wednesday, December 2, at 8:30 a.m.
7. The meeting was adjourned at 9:20 a.m. by unanimous consent.

Bellasera Community Association  
Communications Committee  
Minutes of Meeting on December 2, 2009

Present: Keith Christian, Joe McDade, Emily Shriver

Absent: Keli Ballinger, Dennis Carson

1. Keith called the meeting to order at 8:40 a.m.
2. The minutes of the meeting held October 28, 2009 were approved unanimously as drafted.
3. The committee made final preparations for the new resident/volunteer opportunity table at the January 1 social event. Emily agreed to provide the table, and the poster. Keith will provide Board and Committee information sheets. Keith will finalize the list of 2009 new residents with the Community Manager, and mail an invitation to each new resident to the New Years Day Brunch.
4. The members present each provided 2 residents as prospective personality profiles for the newsletter, deciding on one profile per month, beginning with the February 2010 edition.
5. Keith agreed to assume the mailbox posting duty for JAN-FEB 2010.
6. The next meeting of the committee will be on Wednesday, January 27, 2010 at 8:30 a.m.
7. The meeting was adjourned at 9:25 a.m. by unanimous consent.