

COMMUNICATIONS COMMITTEE MEETING

Held August 20, 2020

by Videoconference

MINUTES

Attending: Mike Towner, Bill Dean, Sally Franzel and Jim Moffitt.

The meeting convened at 3.15 pm.

1. Minutes of the Meeting held July 16, 2020

A motion was made, seconded and passed to approve the minutes of the July 16, 2020 meeting.

2. Transitions

Mike Towner announced his decision to withdraw his name from the upcoming Board of Directors election. His involvement in Village Council activities had been rewarding but had begun to require more time than he was able to commit. Mike's future plans were to resign from chairing of and participating in the Communications Committee but he would continue with the commitment until a new chairperson could be identified and a smooth transition achieved. He would also be available to assist Anna and Jack Moffitt in sending out e-blasts when necessary. It was agreed that the committee needed to expand its membership and possible candidates were discussed. Jim Moffitt agreed to talk to Phyllis Waldenberg and Bill Dean will reach out to Ken Dogit.

Jim said that the Village Council should broaden its base and look for individuals who want to participate and can allocate the necessary time. Recruiting should be regarded as an on-going activity in order to provide the depth and back-up for committee membership. He suggested that board members talk to members of the SBCA and LMC communications committees to find out whether any of them would be interested in joining the PLVC communication committee. This could also further the goal of better unification with the HOAs.

3. COVID-19

Jim said that the main focus of the C-19 weekly e-blasts had been to provide residents with relevant, new information obtained from the County agencies and to direct them to the village council website for more detailed information. In order for the messaging not to become static or stale, it was important to include some historical or fun elements to mix in with the C-19 information to make it less intense and retain readership.

4. SCOPE OF E-BLASTS

Committee discussed the possible expansion of e-blast communications and the feasibility of sending out a second weekly e-blast on a single subject of interest to the community. Jim asked whether there was an additional venue within the community for PLVC to post information and

obtain more exposure. Committee members agreed to look at the information kiosk (belonging to PLA) near the post office and decide whether it would be a worthwhile addition for village council communications.

5. OTHER BUSINESS

Bill was concerned that the Covid-19 section of the PLVC website was not as effective as it should be due to outdated information that was now irrelevant. A separate committee meeting will be set up to include Caleb in order to discuss this concern and make the C-19 section a more valuable resource for the community.

The meeting adjourned at 4.05 pm.

Sally Franzel
Secretary

8/21/20

