


Memo

Tara Master Association Communications Committee

To: Lynne Hudson (Chair), Jeanie Benson, Karen LeBarre, Carolyn Primus, John Schmidt, Sally Shuford, Susan Spielberg

From: Carolyn Primus, secretary 

cc: Andy Cotsanas, Tony Greising, Lee Anne Hall

Date: October 9, 2011

Re: Minutes from the Meeting held October 3, 2011 @ the Preserve Community Center

Attachments: Contact information for committee members, MISSION & CHARGE, guidelines for the website and TV channels

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- I. TMA Members speaking for 3 minutes on any agenda item before the meeting: none
- II. Attendees:
- Board Liaison: Andy Cotsanas
 - Members (7): Lynne Hudson (Chair), Jeanie Benson, Karen LeBarre, Carolyn Primus, John Schmidt, Sally Shuford, Susan Spielberg.
 - Guests: Beth Bond Gene Martin

The 2011-2012 Communications Committee had its first meeting on October 3, 2011, 3:30 to 5:10 PM. Self-introductions were made and followed by opening remarks by the Chair. The discussion began with a review of the Committee's mission (attached for reference), followed by a dialogue on a range of topics including the community TV channels controlled by the TMA, the TMA website, the community directories, the Friends of TMA email group, the cable contract, election procedures, record keeping, and keeping and disseminating minutes of TMA committee meetings. The purpose of this dialogue was to develop a shared understanding that would provide the background necessary to identify and prioritize the issues the Committee should address during the year.

Susan Spielberg described the proposals from the ad hoc election committee on changes in procedures, from the committee on which she served with Karen LeBarre. Lynne Hudson had received two suggestions from members regarding the election process: modifying the confusing letter sent to members with the ballot, and changing the time of the meeting to 7:00 PM.

The Committee voted unanimously (7-0) to recommend to the TMA Board of Directors that:

- The approved minutes of all committee meeting minutes be posted on the TMA website,
- All committees maintain a Reference Notebook, similar to the one being developed by the Finance Committee.
 - This notebook will include the approved minutes of all communications committee meetings, and documents related to the work of the Committee. Such as the guidelines for posts on the community TV channels and the website, copies of contracts with the web master and the cable company, publications, and frequently asked questions. The notebook will remain in the TMA Office at all times, where it will be available for review by any TMA member. The chair and secretary of the Communications Committee will take responsibility for updating this notebook.
- The annual member meeting in the spring of 2012 be held at 7:00 pm, not in the morning or afternoon.
 - Ballots could be accepted until a specified hour the morning of the meeting and counted in the afternoon. This would enable all members, including the counting teams, to be present at the members’ meeting and the organizational meeting of the new Board.

Other action items are:

- Lynne Hudson to send copies of cable contract to members.
- A possible action item is to inform residents about “vacation hold” for their Comcast service.

III. NEXT MEETING: November 7, 2011, 3:30 to 5 PM at Preserve Community Center

IV. ADJOURNMENT: 5:10 PM Motion made by Karen LeBarre and seconded.

V. POST-MEETING SPEAKERS ON ANY TOPIC: None

ATTACHMENT A: Communications Committee Members & Contact Information

Lynne Hudson:	941-758-1865;	lynnesp1641@verizon.net
Jeanie Benson:	941-755-0119	itchollie@msn.com
Karen LeBarre	941-727-3491	karejak@aol.com
Carolyn Primus:	941-753-9737	cprimus@me.com
John Schmidt:	941-753-2901	SIFL60@att.net
Sally Shuford:	941-751-9484	golfshufer@verizon.net
Susan Spielberg:	941-727-5626	sspielberg@verizon.net

ATTACHMENT B: MISSION & CHARGE

The Board of Directors shall appoint from the regular membership, the Chairperson of the Committee. The Communications Committee shall consist of not less than five (5) members of the TMA. The committee shall be selected by the chairperson of the committee and will be subject to the approval by the Board of Directors.

The committee shall serve at the pleasure of the Board of Directors. The term of the committee shall be one year, starting/expiring each year when a new Board of Directors is elected. Any vacancy that occurs for any reason shall be filled by the Board of Directors, for the unexpired portion of said term.

The assigned liaison shall be an ex-officio member of the committee. The chairperson must coordinate all meeting, time, and place with the Board Liaison. The committee should appoint its own secretary who shall keep a permanent record of its proceedings and reports. The Chairperson shall make a summary report of the business transacted to the Board of Directors within 5 days after a committee meeting, and must include a copy of their minutes.

All recommended changes in policy, budget, services, and/or amenities must be approved by the Board of Directors before they are implemented by the committee.

The Communications Committee, subject to the TMA Board of Directors and Association documents, shall prepare and dispense information to the members regarding TMA activities, plans and its needs.

The following shall be managed by the Communications Committee with the approval of the TMA Board of Directors.

1. T V Community Channels
2. TMA Website
3. Assist with all mailings to members, if needed.
4. Arrange for volunteer ballot counters for annual and special elections.

The committee chairperson or designee will make a verbal report at each meeting of the TMA Board of Directors.

ATTACHMENT C: GUIDELINES FOR THE OPERATION OF TMA COMMUNITY CHANNELS

- 1. The community channels are intended to be informational...not entertaining. Folks want to turn it on, get the information they want, and then go about their business.*
- 2. Animations are cute and fun to look at once. Beyond that they are time consumers and waste the viewer's time. Dancing letters and paragraphs that fly in from left, right or anywhere are merely distractions for the viewer. Well chosen clip art that is either static or moves is enough to get the viewers attention.*
- 3. Occasionally we have a slide that is lengthy in text. It may be good to have the lines appear on the screen separately for easier reading but it must be fast paced or it will take too long.*
- 4. No slide should be longer than 15 seconds unless there is a lot to read and then no longer than 30 seconds.*
- 5. A slide for an event or activity shall not be on the screen for longer than two weeks before the event/activity. No slide should be on continuously because it will bore the audience. Recurring events like Trivia, Bingo and Poker should be on the screen no more than 10 days before the date of the event.*
- 6. Folks must be encouraged to use the form system set up for requesting a slide on the channels. The operators, at their discretion, shall return email or telephone requests from members and ask them to execute a form in the appropriate office. As long as we have a procedure it must be enforced.*
- 7. Ideally, the total length of time for a complete showing of the slide presentation should be no longer than 7 to 10 minutes when in the busy season and less in the off-season. The operator will be responsible for time the length of the slide show.*
- 8. Background color is acceptable as long as the text is very readable.*
- 9. A fixed date should be inserted in a corner of the slide indicating the date the slide was put on the screen. (lower left corner?) An 8 point font is small enough so as not to be noticed by the viewers.*

ATTACHMENT D: GUIDELINES FOR THE OPERATION OF TMA COMMUNITY CHANNELS

TARA MASTER ASSOCIATION

WEB-SITE and TV CHANNELS

TMA WEBSITE: taramasterassociation.com

TMA - TV Channels 118 and 796 (also for use by The Preserve)

- TV Channels 117 and 795 (also for use by Tara Golf & CC)

1. Found on the TMA Web-site, among other items, are the following documents:

-ARC Standards

-Financial Reports

-Florida Statutes

-Master Declaration of Covenants – see “Community Documents”

1. Articles of Incorporation

2. By-Laws

3. Declaration of Deed Covenants & Restrictions

4. Rules & Regulations

-Meeting Minutes – see “Board of Directors” at website home page.

2. Procedure for requesting TMA business items to be posted on the Web-site and TV:

-Requests for posting a business item on the Web-site and TV are sent to TMA President for approval, with a copy to the Property Manager and TMA BOD Secretary.

-Requests not requiring prior approval are:

Meeting Notices, Agendas and Minutes,

Board of Directors contact info, and like administrative topics.

3. Posting: It is the responsibility of the Property Management Secretary to forward approved items for posting to:

1. Website – For TMA Website – is sent to TMA Communications Chairperson.

-For Tara Golf & CC Website – to TMA Office Manager.

2. TMA TV –118 and 796 for Preserve use – is sent to current TMA TV Posting Representative.

- 117 and 795-for TGCC use – handled by Property Management Secretary.