


# Memo

## Tara Master Association Communications Committee

To: Members-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 Ann Hall

Date: December 23, 2011

Re: Minutes from the Information Exchange meeting held December 21, 2011 in the Card Room at TGCC

Attachments:

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The official December 8, 2011 committee meeting had been cancelled. The 2011-2012 Communications Committee had an information exchange meeting on December 21, 2011, 3 to 4 PM. A quorum was not established, so this information exchange is not an official committee meeting. This meeting was held to finalize the Preserve Directory.

- I. TMA Members speaking for 3 minutes on any agenda item before the meeting: none
- II. Attendees:
  - Members: Lynne Hudson (Chair), Carolyn Primus, Susan Spielberg
  - TMA Staff: Tony Greising, LeeAnn Hall
  - Guests: Bob Dellasandro, TMA President
  - MaryAnn Pescatore and Janet Rebhan, members of ad hoc Preserve Directory Subcommittee
- III. Minutes Approval: Not applicable.
- IV. The status of the Preserve Directory was discussed. Pertinent information for the record is listed below.
  - The Accounts Receivable database was used to mail letters to all Preserve residents soliciting signed releases to publish contact information in the 2012 directory.
  - Lee Ann Hall reported receiving between 400 and 500 responses, including 20 owners who requested that all their information be removed from the directory. The names and local addresses of owners who did not respond to the mailer will be published in the Directory, but without phone numbers or alternate addresses.
  - The information pages that precede the resident listings were distributed and reviewed. It was noted that the section on golf in the local area was removed due to copyright concerns. Some errors were noted.

- Cover picture options were sent to the publisher, who will draft a cover. Once the final cover is approved, photo credits will be added to the front section.
- The Preserve directory will include both alphabetical and street listings.
- A centerfold map will be included. Suggestions for improving the map were to add a compass rose, extend Tara Boulevard to the north, and label Tara Preserve Lane.
- The Preserve Directory is planned for distribution in late January. Hand deliveries will be made in the Preserve. If a resident is not home, a note will be left on how to pick up a copy. Extra copies will be held in the Preserve Field Manager's office, with a few at the TGCC office.
- It was suggested that a footnote be added to the Directory about privacy and explaining why some numbers are not included in the directory.
- We discussed needing more time next year, and Tony suggested we could start in mid-September.
- It was suggested that next year it may be preferable to request that everyone return the release form, since many owners seemed to misinterpret the instructions. It was also suggested that all the house numbers be included in the street listing, including those of owners who do not want their names listed with the house number.
- We noted that Preserve residents have no regular reason to visit the TMA management office, indicative that on-site management is not a priority for any Preserve resident.

V. News from the Association Manager

- Tony reported that TGCC had sent directory permission letters to the 152 unaffiliated Tara residents inviting them to be included in the Tara Directory. (Before this year, these 152 residents have not been included in any directory.) About 20 residents requested that their names and addresses be published in the Tara Directory. Tony indicated that he thought that their names would be listed separately from members of the TGCC.

- VI. • Tony reported that has had signed a contract for the directory publication with a new \_\_\_\_\_ company for 2013. No one on the committee had know that or seen the contract.

VII. ACTION ITEMS:

- Tony to procure a better map from the County for use in the directory next year.
- Tony to provide copy of Sundown contract to Chair.
- Lynne to determine the number of extra copies that will be available.
- Lynne will review the proofs when available (late December or early January 2012).
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- VIII. NEXT MEETING: Monday January 9, 2011, 3:30 to 5 PM at Preserve Community Center.

- IX. ADJOURNMENT: 4 PM Motion made by Carolyn and seconded.

- X. POST-MEETING SPEAKERS ON ANY TOPIC: None

