


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 13, 2011

Re: Minutes from the Special Meeting held October 11, 2011 @ TGCC Conference Room

Attachments: None

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- I. TMA Members speaking for 3 minutes on any agenda item before the meeting: none
 - II. Attendees:
 - Members (4): Lynne Hudson (Chair), Karen LeBarre, Sally Shuford, and Susan Spielberg.
 - Property Management Representatives: Tony Greising, Linda Calderone
 - Guests: Neil Grogan and Craig Tirgrath from SunDown Publishing, Joe Palacio
 - III. APPROVAL OF MEETING MINUTES: None
 - IV. AGENDA
 1. Presentation by SunDown Publishing of neighborhood guides
 2. Discussion about product and process of adoption and processes

Background Information for the record: SunDown has published neighborhood guides and directories in Sarasota County for more than 10 years and is expanding into Manatee County. They pride themselves on privacy, accuracy and usefulness of their publication. They provide one directory per household at no cost, with enough extra copies to give to any new owners during the year. Their directories are larger than ours, are spiral bound, and have washable covers. Residents, often as a result of contests, submit pictures for the directory covers. Most of their directories have street listings as well as alphabetical listings. All contain 9-10 information pages at the front, plus ads and a coupon section at the back. Directories are published in January and March. SunDown representatives said that a Preserve Directory would have to be scheduled for March publication in 2012, but could be moved to the January publication list in 2013.

Discussion: The publisher asked why the TMA did not have a single directory. Greising and Hudson explained the evolution of the community and how we came to have Preserve and Tara directories. Approximately 150 non-TGCC property owners in Tara are not listed in the Tara directory. Hudson stated that she thought all TMA members should be included in a directory unless they elected not to be. Greising agreed and said he would discuss including non-TGCC property owners in the Tara directory with members of the TGCC Communications Committee at their next meeting. Hudson said she would discuss this same issue with others and with CDD supervisors to perhaps establish an ad hoc directory committee to work with the TMA Communications Committee. This joint group could identify and develop content for the Preserve Directory and work with the publishers.

Decision: When the Sundown representatives left, committee members and management staff discussed the product and the process. All considered the SunDown directories to be far superior to those we have had in the past. Greising said it was not too late to contract with Sundown to publish the Preserve directory in March 2012, but the Tara directory was too far along in the publication process and would switch to Sundown in 2013.

- V. **ADDITIONAL COMMITTEE MEMBER COMMENTS:** After this meeting, information was received from Tony Greising that may change the decision to use SunDown this year. The directory will be discussed in November.
- VI. **NEXT MEETING:** November 7, 2011 at 3:30 pm, Preserve Community Center
- VII. **ADJOURNMENT:** 2:30 pm
- VIII. **POST-MEETING SPEAKERS:** None