

CTAC Minutes for Meeting of January 3, 2022

Action items in **RED**

The meeting was convened at 9:57am. All members plus Dave Gilford (BCC Rep) and Pat King (Board Liaison) were present. Minutes from the last meeting were approved (Motion by George Vawter and Second by Ray Gayton-Jacob.)

Dave Gilford gave a report on Bulk Cable Committee (BCC) activities. The Committee discussed the low probability of the development of a satisfactory TV Channel system and decided to put this communication method low on our list of priorities.

Nevertheless, **I (Dennis Rice) will attempt to contact the vendor (to be identified) who may be able to develop a system.**

I announced that there will be a Website Viability Meeting on January 17 in order to present key Keystone Pacific personnel with potential website changes. This meeting is designed to determine if proposed changes are viable and if these changes can be supported by Keystone staff or others.

BUSINESS ITEMS DISCUSSED:

- The Committee reviewed the Survey Report, changes were identified. *Changes will include the addition of a page indicating the issues identified to be corrected (problem statements) and categorization of the participant comments. (NOTE: Subsequent to the meeting, changes were made and distributed for CTAC Member review. There being no requests for modification from Committee Members, the report was sent to the Solera Board of Directors for their information only with no action requested [Attachment II].)*
- The Committee discussed the eBlast concept/project. **Ray Gayton-Jacob will develop a document that will include all necessary details to support this eBlast system.** Once finalized this information will be presented to the Board of Directors for their approval. *Categories of eBlasts that have been identified (but not finalized) so far are DAILY ACTIVITIES, WEEKLY ACTIVITIES, MANAGEMENT ANNOUNCEMENTS, EMERGENCY TIPS, OPEN SESSION AGENDAS/MINUTES, and COMMITTEE REPORTS.*

- The Committee discussed the actions necessary to characterize acoustic and/or noise issues in the Oakmont Rooms. A meeting is being scheduled with Ken Wright and the AV personnel who installed the current sound system. Bill Souder will take the lead on assuring that this evaluation goes forward. Ray Gayton-Jacob will assist.
- Potential changes to the *Neighbor-to-Neighbor* application were discussed. **I will develop this concept further and include in the website viability meeting with Keystone personnel.**
- The Committee discussed the idea of broadcasting Board Meetings. A decision was made to first gain approval from the Board prior to further development. No further action will be taken until that approval is gained. There will be no expenditures related to this project without gaining Board approval. **I will ask that this item be placed on the agenda for the January Board Meeting.**
- There was substantial discussion regarding *Life in Solera* quality and timeliness issues. **All Members are asked to review magazine issues and forward comments to me for further development and organization.** Ray Gayton-Jacob suggests that CTAC Members use the “3UP,3Down” method for reporting; three things they like and three things they don’t like.

Agenda items that were not discussed include:

- The acquisition of a smart TV for the Family Room **(George Vawter still has the action item to work with Ken Wright to develop specs to provide to the Board for their approval and action.)**
- The potential Resident Interest Survey Idea (Attachment I)
- February CTAC and “Surf the Web” *Life in Solera* articles

The meeting was adjourned at 11:57am.

TRAINING/EDUCATIONAL INTEREST SURVEY

EXAMPLE

The Communication & Technology Committee (CTAC) is interested in making informative training and educational sessions available to Solera residents. The question is; “What do Solera residents want?” The following survey is designed to get that information. Please rate those areas of interest described below using the following scale (VERY INTERESTED, PARTIALLY INTERESTED, NO INTEREST).

CATEGORY	CIRCLE ONE		
State of the City – Presentation by the Beaumont Mayor, City Council Member or Others	VERY INTERESTED	PARTIALLY INTERESTED	NO INTEREST
Session on How To Protect your Home from wind, water or fire.	VERY INTERESTED	PARTIALLY INTERESTED	NO INTEREST
A session on “How To Make Improvements in the Solera Community”	VERY INTERESTED	PARTIALLY INTERESTED	NO INTEREST
A session on Earthquakes; how they occur, the potential in our area, how to prepare/respond	VERY INTERESTED	PARTIALLY INTERESTED	NO INTEREST
Presentation on the Solera Website	VERY INTERESTED	PARTIALLY INTERESTED	NO INTEREST

Area of Interest Not Mentioned Above (optional):

What is the best time for you to attend a training/educational session for which you are interested?

Morning Afternoon Evening



Communications Survey Results and Analysis

PURPOSE of the SURVEY

To determine to what extent our communication methods are used. This information can be used as part of the process of determining which methods CTAC should focus on and improve.

Gain other general information from residents

RESULTS

How often do you USE the following methods to get information about “What’s Happening in Solera”?

[Statistics for 265 participants – 5-6% Margin of Error]

Life in Solera	OFTEN - 211 (80%)	SOMETIMES - 34 (13%)	NEVER - 17 (6%)
eBlast	OFTEN - 136 (51%)	SOMETIMES - 51 (19%)	NEVER - 67 (25%)
Flyers	OFTEN - 111 (42%)	SOMETIMES - 121 (46%)	NEVER - 29 (11%)
Website	OFTEN - 95 (36%)	SOMETIMES - 106 (40%)	NEVER - 58 (22%)
Next Door	OFTEN - 86 (32%)	SOMETIMES - 69 (26%)	NEVER - 101 (38%)
Bulletin Bd	OFTEN - 71 (27%)	SOMETIMES - 131 (49%)	NEVER - 58 (22%)
Word of Mouth	OFTEN - 73 (28%)	SOMETIMES - 136 (51%)	NEVER - 49 (18%)
Board Mtg	OFTEN - 43 (16%)	SOMETIMES - 98 (37%)	NEVER - 113 (43%)
Zoom	OFTEN - 13 (5%)	SOMETIMES - 47 (18%)	NEVER - 189 (71%)
Trng Mtg	OFTEN - 7 (3%)	SOMETIMES - 74 (28%)	NEVER - 150 (57%)
TV	OFTEN - 4 (2%)	SOMETIMES - 24 (9%)	NEVER - 225 (85%)
Virtual	Yes=94 (40%)	No=139 (60%)	

VALUE ANALYSIS

Evaluate 1 (Most) to 3 (Least)
(Based on methods being set up optimally)

METHOD	QUANTITY	IMPORTANT	INTERESTING	ACCURACY	TIMELY	EASE OF ACCESS	SCORE
WEBSITE*	1	1	1	1	1	1 ¹	6
TV**	2	1	1	1	1	2	4
EBLASTS***	2	1	2	1	1	1	4
BD MTG	3	1	3	1	1	2	3
<i>Life in Solera</i>	2	2	1	1	3	1	3
BULL BD	3	1	2	1	1	3	3
TRAINING	3	1	2	1	2	2	2
NEXT DOOR****	2	2	2	3	2	2	0

QUANTITY – How much information can be available?

IMPORTANT – Can information that is important to residents be made available in a timely fashion?

INTERESTING – Can information that is of interest to residents be made available in a timely fashion?

ACCURACY – To what extent is the information accurate?

TIMELY – Is the information generally current and not dated?

EASE OF ACCESS – How easy is it to access information provided?

*WEBSITE assumes that modifications are made to add information and ease navigation

**TV assumes that our Cable Company offers a TV channel with audio/visual capability and ongoing HOA maintenance.

***eBlasts assume that this method is expanded to include much more information than currently.

****Next Door assumes that entries are made by individuals and not official HOA representatives.

¹ Website/Ease of Access – Applies to the 90%+ with internet access and ability to use.

Number of Residents Who Have/Use Internet

	No Response	No Access	Access & Use
TOTALS	37	30	134
Adjusted to Reflect Online Surveys	37	30	198
PERCENTAGE	14%	11%	75%
Applied to 1290	180	146	964
Considering Ratio of Yes to No	0	191	1099

CONCLUSIONS

- Life in Solera is a very popular way of acquiring information.
- The Solera Website has the greatest overall value; but is not OFTEN used by a majority of the residents.
- Though a smaller number of people are in favor of virtual meetings than those who are not, there are, nevertheless, still a large number of residents who are in favor.
- There is a substantial amount of use and value placed on eBlasts.
- *Next Door* is very popular but has limited value overall.
- Many get their information via Word of Mouth (but that is not their sole source)
- Training sessions are not often used to acquire information.
- Close to 1100 Residents have access to the Internet.

ISSUES TO ADDRESS

- The Solera Website is difficult to navigate and/or access by many residents.
- Several residents have issues with the quality, format and/or timeliness of *Life in Solera*.
- eBlasts are very popular but possibly underused.
- There are a significant number of people who find it difficult to attend meetings.
- The Solera website is unknown to some and under-promoted.
- Gaining information via Word of Mouth may be problematic.
- 100-200 residents do not have “access to” or do not use the Internet.

TWO BASIC QUESTIONS

What can we do to improve those methods that have HIGH value but limited use?

What can we do to address issues raised on HIGH use methods?

AREAS OF CONCENTRATION

(Based on Survey and Value Analysis)

- Make the Solera website easier to access and navigate. Improve promotion.
- Add value to (or maximize value of) the Solera website to increase access/use.
- Address concerns of residents related to *Life in Solera* and develop compensating methods, if possible, to address lack of timeliness.
- More fully utilize the eBlast process with more information availability.
- Efforts should be made to improve communication during Board meetings and get information to those who cannot personally attend.
- Since training and educational sessions can provide information that is very important, efforts will be made to better promote, format and schedule training sessions and make information available to those who cannot attend. (One area of concentration will be disseminating information on “how to access, navigate and effectively use the Solera website”.)
- Improve communication at Board Meetings and other meetings/events. (Determine the extent of acoustic/noise issues and recommend appropriate actions.)

Categorized Comments from Participants:

Virtual Board and Other Meetings/Sessions via Zoom or Similar Application:

1. More help to handicapped like me!
2. Zoom meetings answer "sometimes" refers to the Board meeting that were held on Zoom during the pandemic.
3. Zoom meeting must be a lot better in sound before I would do Zoom
4. Zoom Meeting would be a big plus. Quality mics and effective use by speaker would solve 90% of the problems (this is not rocket science). Anything to "open" dialog involving both members and management is a plus.
5. Remote = Zoom or YouTube
6. Remote mtgs - Zoom & TV
7. Zoom meetings would be helpful, issues are correctible, test before going live. Dump the laptop and mute all else except speaker, Improve Board mics.
8. Remote = TV ... Would like a TV channel for Solera.
9. Zoom should be available to all residents.
10. Zoom circled.
11. What channel? For Board meetings and TV - Zoom don't work good.
Via ZOOM
12. In person Board meetings are essential. Zoom only OK for persons who have a hard time getting out.
Zoom doesn't work very well; too many glitches.
13. I rarely attend Board Meetings but I keep as informed as I can via above methods. I don't think I will ever want to do Zoom meetings, but I realize the necessity in these pandemic years.
14. Keep Zoom meetings in addition to the in-person option. Many prefer to watch from their homes especially in the winter time.
15. Crippled can't get around much. Attend Coffee Group often in electric wheelchair!

Life in Solera Magazine:

1. I have tried to like our new Lifetime in Solera Gazette but do not like the ads all through the magazine. It is disconcerting. Liked our old Gazette much better.
2. The Gazette needs to go back to the other company. This one stinks .. literally .. the ink is toxic - what was wrong with the old company
3. Used to love magazine .. not too much now.
4. I would like our previous Gazette back. So much easier to read and find everything I needed to know.
I used to subscribe to several magazines and stopped because of advertisements - "too many". I find I am not enjoying the new Life in Solera mag for the same reason. It is a book of ads with a

community article thrown in here and there. The pictures of residents when they do appear are fuzzy. Print is also too small. Where I couldn't wait ea month for the new Gazette - no more!

5. Love the new Life in Solera magazine. Consider survey is glossy is harder to read than non-glossy. I know visually impaired have a challenge with "glossy" text.
6. Hate "Life in Solera" ! Bring Back the Gazette - PLS PLS PLS
7. Continue work to improve Gazette. Early in-time month events need to be in preceding (sic) month's Gazette .. otherwise people who don't read it on the 1st miss the event
8. Although I understand the reasoning integrating the ads throughout our Life in Solera magazine, it's counter-productive for me. I find the ads make the pages more cluttered and overwhelming. So instead of actually looking through the ads at the end of the magazine like I use to, I have to search for the articles and I skip looking at the ads altogether now. I do respect other changes that have been made, but, hope you reconsider changing the ads format (placement). Thank you.
I find our new Gazette very disappointing. Having all the ads running throughout the magazine makes it very busy. It is unfair and one-sided that advertisers can have whatever color, font, layout, etc. in their ads, but submitted articles are only printed in black & white and all in the same font. It seems that this is more of a magazine for the advertisers' benefit rather than for Solera. When we supported our local printer (which we should be doing rather than supporting revenue for another state), the advertisers didn't have any objection to having their ads placed in the back of the magazine. I think it's in the best interest of our Solera community to reinstate an on-site Solera editor and have our local printer regain our account, which will give us much more flexibility than this new editor is doing.
9. Life in Solera is very disappointing . don't like the ads by articles. Maybe management can share with you whey they got messages that to communicate.
10. Life in Solera magazine is very informative. You have good information by the office staff, reporters and representatives of the many organizations. Keep up the good work.
11. Re: Life in Solera: Too Many Ads

TV Channel:

1. Solera TV Channel has not been working for quite sometime
2. I didn't know there is a TV channel
3. We have a TV channel?
4. TV - Is it working?
5. TV
6. TV !!
7. Please give information on the TV channel
8. Didn't know there was a Solera channel
9. What exactly is Solera TV channel? Do you mean Spectrum or something else? If Solera has its own TV channel, we're not aware of it after living here over 7 yrs.
10. Did not know about TV; but, will start watching.
11. What channel is Solera TV on?

eBlast Application:

1. What is the Solera TV Channel? For those who utilize email, E-Blast is the best method to communicate. Utilizing a dedicated TV channel would be next.
2. More eBlasts.

3. Email blast should be sent every month about HOA meeting and after the meeting a email blast should sent about (sic). That happened at HOA meeting that DID NOT happen in November. Please keep residents informed.
4. Each Monday and Wednesday morning send out an email with the weekly events and/or any other information regarding club happenings. If clubs are holding events with signup as many do, this could be a reminder. Also, if clubs are looking for new members. If clubs want to be included, the info needs to be received by a cutoff time each week. Just another reminder to residents.
5. I always read emails and text messages.
6. Have signed up for eBlasts, but do not always receive them.
7. GM Emails are great!
8. Re: eBlasts: Who sends these and please, how do you sign up. Post answers on website
9. Eblast, website and TV channel (is there one?) are not effectively utilized and under the exclusive control of the management company, this could be improved. nextdoor is a facebook look alike with security and bias issues. I strongly support a Solera blog under the exclusive control of resident moderators.

Solera Website (and other Internet options):

1. Passwords ("sad face")
2. Website: Didn't know it existed .. will use now!!!
3. Can't get on Next Door
4. How about negotiating a Solera Internet HOA discount price w/Spectrum.
5. As our age demographics change, the newer younger residents will rely more on website, instagram, etc. We really need to start seeing any contracts listed on website for transparency and ease of access. I don't want to always ask. It should be readily available. Office staff would be more efficient.
10. Is there a tutorial available for the Gate Sentry App? Is it on the Solera website or somewhere convenient? It is time for an update on the Charter Contract. When Solera was first built, Cable TV was the thing. Now everyone needs Internet access! I pay Charter/Time Warner \$90 a month for internet access! It is time for Time Warner to give Solera a better rate for Internet access ... or better yet ... make it free & part of the Solera cable contract! Thank you!

Board Meetings:

1. Board meetings are too long and allow ... few with self=indulgent interests too much time and attention .. same ones usually.
2. Board Meetings are a waste of time.
3. Board Mtgs - Too long, not productive.
4. I'd like to see more detail on Board Meeting agenda items before the meeting so I can prepare to comment prior to or during the meeting. This additional detail may dissuade me from attend the meeting or may make me want to attend the meeting to get more information or to make comments.
5. Until the habitually strongly opinionated are told to sit down and shut up, I will never attend another board meeting. Board is too polite to these rude, mouthy few.
6. Why the Board Meeting - its always put back (??).

Message to Management (M2M):

1. Implementation of m2m could be improved
2. Message to Management often very slow response (?)

Comments from those who can't/don't access the Internet:

1. I am of the old-fashioned folks who don't own a computer. But I do read materials and use the telephone. I do have friends who keep me up to date what's in the Internet.
2. Remember, so of us older folks cannot use computers. Continue "paper" notification.
3. It's nice to have all the capabilities; however, when you are near ninety, we don't have those capabilities ... NOR DO WE WANT THEM! We live here too! Over 17 years.

Problems/Suggestions:

1. Texts to our phones works well - you have our #s.
2. Please don't cut down the pine trees!!!
3. No one seems to care about safety in our community regarding traffic. People continue to run stop signs and security people could care less.
4. I was not notified they were giving 1 day passes!! Ran (???) & initiated to comply on a 4 day visit!! Told to go to office
5. Stamp machine in mailroom??
6. It is my opinion that our pool should open in March. Many of us are swimmers and need the exercise. Money has been misused in other ways, at times, and this would be a good investment in people.
7. Fix the main gate, visitor back up. We need two people on the gate from 7:30am to at least 5pm.
8. Please do something about the speeding cars inside the community!! Also, there are several people on the greenbelt who unleash their dogs. I almost hit one the other day when it ran into the street.
9. Small print on bulletin board too small to see!
10. Nice if residents had its say and whatever the plan was for the gate - not working - repair men are still waiting too long....
69 - 70 - 71 - Fix the men's shower.
11. Haven't been able to access site. As a renter, I feel like a second class resident.

Training Issues:

1. I have not known about all of the choices listed above.
2. Not sure how to use the website or TV channel.
3. If something blows up, notify other residents so we can check our water heaters, golf carts, etc.
4. I have some language barrier and do not know how to use computer (sic).

General Comments:

1. Thank you to the committee for your efforts!
2. Thank you for serving our community!
3. Communications to Solera residents is lost; was much better in years past!
4. Good job is done by all. Up to each individual person to take advantage of all offered.
- 5.** Thank you for making Solera such a lovely place to live!
- 6.** Some of the options I have never used. I just (don't) know how to access them.
- 7.** Junk Reduce HOA payments surprise everyone