

CTAC Minutes for Meeting of October 10, 2022

Action Items in Red

The meeting was convened at 10:02 on October 10, 2022. Steve Mehlman (Board Liaison), Pat King, Lane Joel, Pat Whittle, Vallarie Clegg, and I (Dennis Rice) were in attendance.

Announcements

- Vallarie Clegg was welcomed to the Committee as well as Tony Lucchesi (excused absence). The Committee Code of Conduct was given to Pat Whittle and Vallarie Clegg to read and process. I emphasized the importance of supporting formal decisions made by the Committee and my desire for members to vote yay or nay on motions made based on their own best judgement and regardless of other member preferences.
- Our next meeting will be held on October 24 and then back to our regular schedule going forward (1st and 3rd Monday of the month at 10am). We will have only one meeting in December on December 5.
- Progress Reports
 - A/V Improvements in OM Rooms – RFPs have been sent with one response requesting additional information. One vendor responded with a request for more information.
 - Digital Signage – Multiple requests have been made to OneWorkPlace to provide a quote on this project; but, there has been no response at the time of this meeting.
 - Mailroom Information Racks/Signage – Progress is delayed pending the hiring of a new Lifestyle Manager
 - FYI Sessions – Progress is delayed pending the hiring of a new Lifestyle Manager

Consent Calendar

The Consent Calendar which included the minutes from the last meeting and the CTAC article for the *Life in Solera* magazine was approved (Lane Joel Motion, Pat King Second) – Attachment I

Old Business

Website Modifications were discussed. I reiterated the complexities involved in making a change to a new website provider and the fact that making such a change would take a considerable amount of time (6 months to a year) due to the need to establish specifications, the need for training, the need to develop resources to maintain such a system, etc. I indicated that **I would continue to work with Keystone Pacific IT to make some interim website improvements while, at the same time, starting to look at other vendors**. To that end, a motion was made to have a representative from HOASites come to a CTAC meeting in an effort to gain information on their product. The motion was made by Lane Joel and seconded by Vallarie Clegg; the motion passed. **I will contact HOASites in an effort to have a representative attend our meeting on November 7, 2022.**

Our conversion to **Constant Contact** was discussed. I informed the Committee that Monica Munoz (our General Manager) and I had a meeting on the subject and that she is ready to start using Constant Contact by November 1. The Committee discussed what actions should be taken to promote this system. The following actions were discussed:

- Review and make improvements (as necessary) to the New Resident package (and process) to include an information/registration form.
- Include an information/registration form in the next available Billing Statement. **I will make that request to Monica Munoz.**
- Include an information/registration form in the mailroom. **Once a final form is created, I will ask that it be placed in the mailroom on a semi-permanent basis.**
- Include an information/registration form in the *Life in Solera* magazine (if allowed). **I will confer with the new Lifestyle Director and/or Courtney Taylor to see if/when this can be done.**
- Have a table set up for the Committee in the upcoming New Resident “Social” where information and registration forms can be handed out. **(I will make a request to Marcia Casem and Monica Munoz to have a table available for this purpose. I will work with Lane Joel to develop the handout that can be used for this and other purposes.)**

The registration form that had been developed was discussed. It was agreed that a third “opt out” option should be included for those who do not want to participate in either the email or texting service. **I will make that change and send out a revised form via email for approval.**

(NOTE: Subsequent to the meeting, I was asked by Monica to migrate email addresses from the Keystone Pacific IT system to the Constant Contact system. I completed that task and also developed the Constant Contact “landing page” that can be used to register new participants. Monica Munoz will make a formal request to Keystone Pacific IT to remove the existing “Sign Up for eBlast” page on the Solera website and replace it with the new Constant Contact “landing page”.)

I indicated that I had a discussion with Monica Munoz about the **Technical Coordinator** idea. I informed the Committee on how Monica would like to progress on this issue. The Committee had no objection to her approach. (Details purposely excluded pending further actions. **MEMBERS WERE SPECIFICALLY INSTRUCTED TO NOT DISCUSS THIS ISSUE WITH ANYONE OUTSIDE OF THE COMMITTEE!**)

I informed the Committee that no progress has been made on developing an inventory of existing A/V equipment and that no recommendations have been tendered on the acquisition of new equipment in this regard. **I will contact Ken Wright (VP of KPIT) to in an effort to move forward on this task.**

New Business

The *Life in Solera* Calendar was discussed and a motion was made to modify the calendar by removing club/group/committee information from the main calendar in an effort to declutter the calendar. There was a substantial discussion on the motion resulting in the motion being withdrawn. We will take up this issue at a future meeting while, in the mean-time, **Committee members were asked to gain more information from other club/groups on their preferences and also look at all potential alternatives. In addition to this particular issue, I asked the members to look at magazines published for other communities and/or to generally give some thought to what improvements can be made to our *Life in Solera* magazine going forward.**

There was a brief discussion about developing a video production to replace the page accessed when clicking on the **“About” link on the Solera website**. All agreed that more should be done on the

website to target potential buyers and promote the community. No action was proposed at this time; but, this will continue to be a topic of conversation going forward.

Other Discussions

There was a discussion on the nature of our residents with respect to their technological preferences. I referenced the CTAC *Life in Solera* article that will be included in the November edition of the magazine (Attachment I) which discussed our need to “reach” all residents regardless of their preferences in this regard. Nevertheless, it would be good to get a better idea of what percent of the population prefers receiving information via technological means vs other means, etc. This will be a subject of a future meeting(s).

There was a brief discussion of the differences between the Next Door application and the Neighbor to Neighbor (N2N) feature on the Solera website. Due to Solera’s Communication Standards much information that might be included on Next Door is not be included on the N2N pages. **(I will attempt to procure those standards and make them available to all members and ask that they review and make any recommendations that they may have for modification.)**

Adjourn

The meeting adjourned at approximately 11:45.



Communications & Technology Advisory Committee (CTAC)

Dennis Rice - Chairperson

In attempting to develop and provide an effective communication program in Solera, there are many things that we have to consider; especially the varied backgrounds, skill levels, and general preferences of Solera residents. Following are two of many variations of our population that the Solera HOA must take into consideration when considering communication:

Technology Considerations. Based on recent surveys and general observations, it is obvious that there is a technological gap between residents. Residents range from those who are very familiar with and embrace the newest technological developments while others who, for the most part and for a number of reasons, partially or completely reject technology.



Lifestyle Considerations: The way people are involved in the community varies greatly. There are those who want to serve on the Board of Directors or on a committee. Others are very involved in clubs and groups and who regularly participate in various events and programs. On the other hand, there are those who moved into the community because it is a gated community and/or they just like their home but, basically want to be left alone.

In order to have an effective communication program, these considerations have to be kept in mind. For instance, for those who are into technology, we are pushing to have an effective email system and a comprehensive website. Soon, we will also have a texting service that will be an effective way of reaching a large majority of the population.

For those who want to set technology aside, we are endeavoring to make sure that the *Life in Solera* magazine includes news and information that is important to them or to which they may be attracted for some other reason. Flyers in the mailroom are important to these residents as well as information on bulletin boards, public gatherings, etc.

Bottom Line: We are aware that everyone is different and want to make efforts to reach all that we can.

If you have ideas on how to make improvements to communication within Solera, let us know. You can use the Message to Management feature on the website or, if not a fan of technology, just leave a note at the front office. The Communications & Technology Advisory Committee wants to hear from you.