

Media Team Meeting – March 20, 2016 at the resident of Jamie DeLoatche

Attendees:

Jamie DeLoatche - Chair

Jay Jackson

Lynne Sanders

Pamela Evans

Gregg Williams

Michelle Eubank (Guest)

8:00 pm. The meeting was called to order. Jamie DeLoatche reviewed the purpose of the meeting. The Media Team needed to formulate a policy regarding what events it will promote for the MNW HOA. Different scenarios were discussed to help formulate a broad based policy.

Lynne Sanders commented that we want to be (and promote) a “community”. Rather than just be a group of homes we want our neighbors to be able to connect with one another.

The members of the team unanimously agreed to the following: *The Media Team’s policy is to promote events that have been vetted by the HOA Board or other HOA committees. It is not the purpose of the Media Team to decide what events will be held on HOA grounds. It is simply the Media Team’s mission to promote these events. Examples include: Ladybugs plant sale, Marlins registration, Girl Scout cookie sale, Tennis pro clinics, social or charitable events.*

8:30 pm. The Media Team decided to take a look at the content that is included in the newsletter and on the website. This issue is a sensitive one to our newsletter partner, Champion Printing. *While the Media Team encourages articles from expert homeowners, it must be sensitive to its relationship with and the needs of the printing company. Articles should not include solicitation of goods and*

services, but rather be informative to homeowners about the written topic. The decision on what constitutes inappropriate content will be at the discretion of the newsletter editor in collaboration with the printing company. In an effort to add validity to the articles, bylines may include author certification or title. The author's company or contact information will not be included.

The Media Team is willing to promote causes that are near and dear to the hearts of our homeowners. *Homeowners willing to provide thoughtful and printable content may have their articles promoting charitable organizations reproduced in the neighborhood newsletter. Understanding that the space in the newsletter is finite, it is recognized that not all articles will be published immediately. Examples include: a breast cancer survivor telling their story with a "blurb" for the Susan Komen Foundation, a MS150 rider explaining their inspiration and how to sponsor their ride, a military veteran explaining their work with Wounded Warriors.*

8:45 pm. The issue of when information will be posted to the website was discussed. While it is desirable to get information out as soon as possible, early posting of some content may undermine our newsletter product. *Urgent information will be posted to the website as soon as possible. Examples include: facility closure due to maintenance, cancellation of previously posted events, openings on the BOD requiring filling. Less urgent content will be timed to show on the website on the expected date of newsletter publication. Examples include: feature articles about homeowners, President's message, other newsletter content that is not time sensitive.*

9:10 pm. The Media Team brainstormed ideas for the title of a neighborhood magazine. The Team hopes to formulate 3 or 4 ideas to present to the BOD for input on which direction to go. The discussed magazine titles were: The Axis (NW in design), The Clubhouse, MNW Digest, The Compass, The Advocate, Informer, Messenger. The Media Team will continue to work on ideas to present to the BOD at a later date.

9:30 pm. Meeting adjourned.

Media Team Policies formed:

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