

DATE: March 14, 2014

TO: Highline Club Board of Directors

CC: Ricardo Lases, Weststar Management

FROM: Stacy Lewis, Chair, Highline Club Communications Committee

RE: Communications Committee Description/Purpose/Role and Proposed Activities for Board Approval at March Board Meeting

The Highline Club Communications Committee is in the process of expanding its role and level of activity on behalf of the community. Below is a description of the committee's expanded goals, purpose and recommended activities for 2014 and beyond. Our interest is to present this to the Board of Directors at the March Board Meeting with the hope of gaining approval of our committee's newly expanded role and activities. From here, the committee will return to the Board with a proposed budget that we feel will best support the level of activities we are proposing. We don't anticipate extensive expenses to be associated with this committee but we do anticipate needing some budgetary support.

On behalf of the Communications Committee members, thank you for your consideration.

Stacy Lewis

Current Committee Members:

Stacy Lewis, Susan Ando, Russell Brehm, Sara Brownlee, Charlene Goldman, Susan Hickman, Pat McCahill, Ray and Sharon Mohr, Shelly Rappaport, Peggy Rogers, Matthew Sherman, Carol Taylor

Goal of the Committee

To unite the community, enhance property values and ensure a healthy, positive community experience through communications.

Purpose and Role of the Committee

Our role and purpose as a committee is:

- To serve as a neutral conduit of information
- To serve as a positive bridge between the community and the Board of Directors
- To strengthen awareness, understanding, engagement and relationships within community
- To serve as a resource to the community

Brainstorm Summary: Short-Term and Long-Term Committee Activities

*Below is a list of **prioritized** activities identified by the committee for the 2014 year and beyond. Activities will be updated and adjusted on an annual basis to align with community needs.*

Activities Identified as Priorities for 2014

- **Review HOA Best Practices in Community Communications**
 - Work with Suzanne Swafford and Ricardo to identify best practices from homeowners association trade group
- **Highline Club Newsletter**
 - Create a quarterly electronic newsletter to build awareness, understanding across community
 - Use it to keep residents updated, profile residents, even showcase homeowner improvement ideas
- **Enhance Board Meeting Attendance and Information Sharing**
 - Ideas range improving promotion of meetings to having snacks at meeting and improving post-meeting information sharing
 - Committee members will attend meetings and work with Board, Secretary and Ricardo to identify what is appropriate and timely to share with community and in what format
 - We realize Board meetings support official business for the Board while also serving as critical forums for community planning, updates and learning. Goal is to enhance that effort.
- **Vision 2020 Support**
 - We feel we can help support planning, implementation and support for Vision 2020 activities by creating a series of communications efforts designed to enhance understanding and on-going support for the Vision over time. Below are a list of current suggestions:
 - **Create a Communications Plan to support Vision 2020 activities that aligns with annual planning and implementation efforts**
 - **Host Community Input Forum for key 2014 Projects:** i.e., *Recreation Area*
 - **Provide on-going updates on Building Repairs/Asphalt/Clubhouse/Rec Area**
 - **Work with ACC committee to Conduct Property Walking Tours**
 - **Host Homeowner 101 Series:** *Can be held ever quarter as new folks move in*
 - Understanding HOA Rules and Declarations
 - Homeowner responsibilities vs. HOA
 - Operating Expenses vs., Capital Reserve
 - Ways to keep community costs down

- **Community-Building Outreach and Support Activities**

- These activities come from the 'heart' and involve using communications and other 'outreach' ideas to strengthen our connections and compassion as community members
- Everything from 'Welcome Wagon' outreach and 'Highline Club Basic Information' sheets for new move-ins to stronger volunteer recruitment, promotion of social events and even community notes and outreach for neighbors needing a little support.

Longer-Term Activities

- **Highline Club Website**

- There used to be a website for community separate from Weststar site link
- Stacy will connect with Board and Joe Lucente' (who created site) and find out what happened to it

- **Community Marketing Pieces/Realtor Outreach**

- We want to strengthen community perceptions among realtors
- This effort will involve creating a fact sheet or promotion piece for our community for realtors or individuals shopping our community
 - Can highlight Vision 2020
 - Provide facts, information
 - Parade of Homes for Highline Club