

Sudden Valley Communications Committee  
Meeting Minutes (Draft)  
Monday, April 21, 2008

Present: Curt Casey, Chair  
Marlene Harlan, Dixie Doran, Elizabeth Huthert, Bill Audley, Stan Soderburg, Audrey Schwartz,  
Ken Schacht

Excused Absence: Naomi Bunis, Grace Shaffer

Absent: Curry Miles (UFN), Jerry Peel (UFN)

Meeting was called to order at 6:10 p.m.

Community Members: Jim Huthert

**Announcements** – Curt reported the Fish Derby is on for this Saturday thanks to Sudden Valley Board of Director Ben Brigham. Information on the Web and signs will be up tomorrow or Wednesday. Sunmark will co-sponsor the event and provide donuts and coffee. Jim Huthert will check the fish scales/batteries. Kiwanis and Circle K are volunteering for registration and other duties. Commission is being formed to look at resurrecting various activities in the Valley that are at no expense to the association or by using volunteer assistance.

**Community Member Comments** – No comments.

**Acceptance of Minutes**

Meeting minutes of the April 7, 2008 meeting were reviewed and accepted as written.

**Old Business**

- A. New Resident's Program (Howdy Neighbor) - Meeting scheduled on May 3rd at 10:00 a.m. in the Multipurpose Room at the Community Center. Elizabeth and Audrey updated the committee.
  - a. Curt presented a new logo for the program that the committee really liked. Stan will send Audrey the logo in color to print on labels for the bags.
  - b. Elizabeth shared an updated presentation outline with the Committee. There are no more copies of the Documents available, so highlights of the Documents will be provided and members will be referred to the Web or to the Administration Office for questions.
  - c. Many local businesses have provided information for the New Resident packets.
  - d. Audrey will contact St. Joseph's Hospital for information to include in the packets.
  - e. Curt will have signs posted the week before the meeting.
  - f. Email will go out to various club listservs.
  - g. Tables and chairs will be set up for the event.
- B. New Chats Discussions – Recommendation for an ombudsman to conduct chats and to liaison with the Board and Administration on member issues and concerns. Curt will evaluate this issue and report back to the Committee. Discussed online communication tool for members to interact with an objective third party.

- C. Discussion with BLI Herald Paper – Defer until May meeting.

### **New Business**

- A. Public Relations
  - a. Pending Articles for May – Deadline is April 25<sup>th</sup> for the Views. Profile on Gordon Johnson, Sean Messiter’s open letter to the community, Leslie’s article about the LWWSO; Elizabeth’s article on disclosure.
  - b. New Logo/Branding – Stan presented to the Committee a new logo design and discussed branding. We need to bring a sense of community back to Sudden Valley. Stan shared drafts of several graphics for different purposes. Curt asked Stan to do a short 10-minute presentation to the Board at its next meeting. Curt and Stan will discuss next steps.
  - c. Survey – Discuss at next meeting.
  - d. Blog for SV Website – Curt talked to Tom Ransom about creating a blog for community interaction. Blog will not initially allow discussion replies.
- B. Committee Assignments
  - a. Article Contributors
  - b. Did you know? News of Interest – Fishing Derby; Community Center Commission, Blood Drive by Kiwanis; Ham Radio Training
  - c. Chats

Communications and Outreach Committee Meetings are normally held the 1<sup>st</sup> and 3<sup>rd</sup> Monday of each month.

Next Communications and Outreach Committee Meeting will be held on May 5th at 6:00 p.m. at the Community Center.

Meeting was adjourned at 8:05 p.m.