

OVA COMMUNICATIONS COMMITTEE

10:00 A.M.

MINUTES

APRIL 24, 2024

**Members:** Jackie Ryan, Chair  
Marty Thompson  
Jim Brewer  
~~Julie Kihl~~  
Marsha Zolkower  
Jim Acker  
Harriet Palk

**OVA Staff:** ~~Christel Antone~~  
Crissi Langwell

**Board Liaison:** Olga Ydrogo  
Heidi Klyn

**Guest:** Pete Hogan

A quorum was established.

The February minutes were approved via e-mail.

LETTERS TO THE EDITOR

Pete Hogan wrote a letter to the editor that was not published asking why *Oakmont News* does not report crime. He was told that a volunteer would have to get reports from the Santa Rosa Police Department and that is not practical. Pete suggested that periodically there be public service announcements in the *ON* to remind residents to be aware.

The following are highlights of a workshop on the content of the website:

## HOME PAGE

It needs cleaning up. There is historical information that should be removed or archived. We should simply have links to resources where one can then select a topic.

Our search engine is basically a word search. It is not intuitive in the sense of a Google search engine. Trace will help guide us by providing analytics on data searches. As we build and re-work copy and design of the website, we have to remember that each person thinks his issue is the most important.

## NEWS

Featured news articles are at the top. Stories get archived when they lose timeliness or relevance.

Crissi could put in a link on the dropdown menu to the current *Inside Oakmont* under Oakmont News. For some it's easier to find it on the website than in their own email inboxes. It was suggested that there be "announcements" in the News tab to capture everything from facilities announcements, updates, alerts, etc., all items that likely also reside on other parts of the website, to provide replication and layering.

## EVENTS

Crissi would like this category to be specifically for events to make it less busy: She is going to tackle this re-organization first. OVA entertainment, ticketed events, culture and education, club news are some of the categories. People are going to need to know what these categories mean, so events should be categorized by topic – music and shows, art, dancing, education, fairs – rather than event format. Categories should be at top with links to the individual write-ups below. The idea, as explained by Olga, is to view the information from the perspective of the users and why they come to the site and what do they want to find. They may not make a distinction between an OVA- or club-offered entertainment event, for example.

## PREPARE PAGE

We need to be clear that the emergency information we are presenting comes from the City of Santa Rosa, not OVA. We should review all copy to make sure it aligns to the proper authorities, such call 911, not the dispatch number. We do not need links to hospitals. When there are links to club/committee articles, the articles, should have CC oversight via a staging area where articles can be reviewed and approved and moved through to publication. Firewise Resource Center is well organized. MYN is not. OEPC should be removed unless there is content that is needed by users for their function. It was suggested a subcommittee of the CC meet with MYN to discuss content of its page.

## MEMBERS

A FAQ List or “I want to” drop down was suggested. I want to..... pay my bill, OVA office hours, pool hours. The Directory is not well populated, should have a notation that it is populated by self-entry and encourage people to sign up. Indicate search is by last name. Suggested that finding forms to get Architectural Committee permission could be easier. There is opportunity to do more with architectural information, including background and authority of the committee and even perhaps a “Before you... (buy plants, remove windows, etc. ) a way for residents to easily find what is and is not allowed for landscape, fences, other home improvements. Do Not Plant list should not be available to members only. Nurseries would like to be able to help Oakmont customers. Link to New Resident Welcome Packet should be here. Disclaimer that is now on Events page should be restated and placed on Member page.

The meeting adjourned at 12:10 p.m.

Respectfully submitted,

Harriet Palk  
CC Secretary