

OVA COMMUNICATIONS COMMITTEE  
10:00 A.M., Zoom Virtual Meeting  
**MINUTES**  
June 23, 2021

**Members:** Jackie Ryan, Chair X      Marty Thompson X      Jim Brewer X  
Harriet Palk X      Jackie Reinhardt X  
Grace Boyle      Julie Kiil X      Marsha Zolkower X  
Tina Nerat  
**OVA Staff:** Colin Hannigan X      Kimberly Rowland X  
**Board Liaison:** Noel Lyons X

A quorum was established.

The May minutes were approved via e-mail.

### **Introduction of Guests**

Malka Osserman and Sue Aiken, CETC

### **Web Analytics**

There is consistent increased usage on Tuesdays after distribution of E-Blast, continues into Wednesday. There was a noticeable increase in usage by people looking for re-opening issues. Activities page is loading up as OVA facilities re-open.

### **CETC Discussion**

Access to E-Blast is the most important part of OVA's communication system, so we need to remind people how to get on the distribution list.

There should be an emphasis on volunteerism, tap into new members early in their residency. Malka is willing to write articles for the *ON* on volunteerism and its importance in Oakmont. Differences of opinions on CC about need to make this huge volunteer push.

### **Home Page Enhancements and Searchable Calendar**

Marsha will gather top three to five hot issues that will be on the home page of the website with Colin offering guidance. Kimberly will work with Colin on creating a searchable calendar.

### **Article on How to Submit to the Newspaper**

There is a need to have a primer, especially for clubs, on how to submit. We want everything to come in through [oakmontvillage.com/submit](http://oakmontvillage.com/submit). Colin will make improvements to the submission instructions.

### **Fire Coverage Discussion**

Harriet opined that there is over-communication from MYN re fire issues. Anxiety is raised by the never-ending reference to fire; people are no longer reading the repetitive news that means they may miss important new information. CC will look into presenting articles that reinforce that Oakmont was defended from fire twice. Marty moved, Julie seconded that MYN will be advised that they may submit only one tip a week for the E-Blast. Passed unanimously.

### **Directory Update and Release of New Directory/Discussion**

It could cost up to \$25,000 to do it in-house, so we are looking at a behind-the-wall online directory for 2022. E-mail addresses may be included in the future. Marsha moved, Jackie Reinhardt seconded that we switch to an online directory with automatic opt-in. Passed unanimously. We will print up a few hundred copies for those who need a printed copy, by request only. Noel suggested this issue should be taken to the board and will do so. Subcommittee on Directory has been disbanded.

### **Update Call for Writers**

Three or four writers have responded to request in *ON*. One has already started writing.

Meeting adjourned at 12:05.

Respectfully submitted,

Harriet Palk  
Secretary

