

**Regency at Providence
Communications Committee**

September 11, 2015

Participants: Charlie Jones (*chairperson*), Rich Bergeman, Dave Kendall, Kathy Flaherty, Tony Kelch, Art Lebofsky, Katy Malone, Donna Smith, Todd Welsh

The 2015 meeting of the committee was called to order by Chairperson Charlie Jones, at 10:05 a.m.

DIRECTORY

Donna Smith, as co-editor of the community directory, indicated that the issuance of a full directory (at least the alphabetical listing) in January of the year, with a July single sheet update, appears to be addressing the needs of the community. Although all home-sites are reportedly under contract, Art Lebofsky reported that Toll anticipates finishing all building at some time in 2016, making the 2017 directory the first that would reflect all home-sites.

RAP FLYERS

Katy Malone reported that there will be a “soft start” to the initiation of the implementation of the Google group communication process (as opposed to the manner in which RAP Flyers are currently being generated). At present, due to Comcast’s efforts to reduce spam, Katy must send each RAP Flyer multiple times. Although she and Dave Kendall will need to load email addresses manually into a file, they do not perceive this as a difficult task. It was noted that when a resident moves from RAP, he/she will be removed from the email list. The emails will still be called RAP Flyers, but when the implementation is completed, a new email address (to post RAP Flyers) will be generated for community use. Donna suggested that perhaps the goal for the generation of the new address could be January 1, 2016, so that the new RAP Flyer address could be included in the 2016 directory.

One issue with the new group (Google) is that a “welcome email” is sent to each new person entered. Residents will be encouraged to avoid “clicking on” anything in the Welcome email as they are already in the system, and the clicks will result in their being asked to join the system. If a resident does not want to receive RAP flyers, he/she has the chance in the welcome email to “opt out.” In the past, some residents have requested to receive only the RAP Sheet and Katy has attempted to accommodate them; under the new system, persons who wish only the RAP Sheet will be directed to the RAP Website for the newsletter.

Concern was expressed about the amount of memory that the submission of multiple pictures in RAP Flyers takes for residents to download them. It was suggested that residents submitting pictures, be advised to submit single pictures only, due to memory limitations.

WEBSITE

Dave Kendall continues to manage the website and encourages residents to use it to review minutes of committee meetings and other information. Dave is also working with Katy to implement the new RAP Flyer distribution system.

NEWSLETTER

Charlie Jones continues to serve as editor of the newsletter. Charlie mentioned that it becomes a demanding task in that not all committee chairs submit reports by the 15th of the month and that he often has to type/reformat those entries; he attempts to include all last minute information that is submitted so that the newsletter is as current as possible.

Some concern was expressed by committee members in regard to the length of some of the articles; Charlie agreed to think about how this can be managed, with perhaps a limitation to article length of 1-2 pages be established for January of 2016. Concern was also expressed about articles that may appear to be advertising one's business; it was suggested that any advertisement (e.g., a picture of a business card) be deleted from any article submission.

NEW BUSINESS

OUTSIDE OF RAP EVENTS

It was noted that often residents desire to alert community members about local events that might be of interest. It was concluded that in addition to RAP Flyers and RAP Classifieds, a new category of "Outside of RAP Events" be included in the subject line of the email so that opportunities such as concerts, specialized dining, etc., could be shared with residents. Katy Malone agreed to draft a RAP Flyer to alert residents of this current new category for RAP Flyers.

RECOMMENDATIONS FROM YOUR NEIGHBORS

For the past several years, a notebook has been maintained in the Sloan Clubhouse Craft/Library Room that contained "Recommendations from Your Neighbors." It was designed to include testimonials from RAP residents as well as business cards from service providers, but as time passed, some of the recommended providers were no longer in business and the information became dated. Currently, residents make requests via RAP Flyers to address their specific needs and the response of residents has been lauded. Thus, it appears that the notebook has outlived its usefulness. Donna Smith agreed to draft a RAP Flyer encouraging residents to make individual requests for service providers and advising them that the notebook would be removed.

With no further business, the meeting was adjourned at 11:10 a.m.

Respectfully submitted,
Donna Smith, Acting Secretary