



MEETING MINUTES

Communications Committee

January 8, 2026

Attendees:

Pam Milroy, Lauren Tijerina, Susie Bell, Tom Gillian, Claire Whitney, Elaine

Robinson Meeting started at 11:00 AM

Topic	Speaker/ Facilitator	Notes
Introductions	Susie Bell	Pam introduced herself to the team. She explained that her role is to communicate with the board, and to facilitate approval and support as needed by the committee. The Communications Committee does not have a budget; however, the newsletter does have a budget, with goal of offsetting costs with advertising.
Roles and Responsibilities	Pam Milroy & Team	Pam expressed that the role of the current committee is to be the voice of the homeowners, and to share the vision of the homeowners through improved communication. For example, what are the homeowner's thoughts on the trend to go all electric. Would this meet everyone's needs? What are some ideas to improve communication? How do people get communications, and how do they want it? How do we want communication back to us?
Newsletter & Website	Team	What is current role of the committee as regards to the newsletter? Committees' primary role previously was the newsletter only, but this has changed with Lauren's role. Committee would like to review newsletter prior to publication just for "another set of eyes," per newsletter guidelines. The Newsletter is now published "in-house" and maintained by Lauren Tijerina as well as the website. Lauren is working on improvements to the website with Jonas, site management. Cellular function is currently not working well, with hopes that the addition of an APP will remedy this.
30 th Anniversary Newsletter	Lauren Tijerina, Communications Director	<ul style="list-style-type: none">Lauren shared samples of 30th Anniversary Newsletter as well as thoughts for improving monthly newsletter. Homeowners will still be providing cover photos. Borders and formatting on some common pages. More



		<p>personalization and input from other departments. QR code, with digital newsletter to access most current version. Goal is to encourage more advertising to increase budget for newsletters.</p> <ul style="list-style-type: none">• 30th Anniversary Newsletter includes opening page with message from Communications Team. Homeowners have shared pictures of early days and will be shared. Email was sent to homeowners 1 to 100, and they are sharing pictures. Community quotes and tidbits from early days. Goal is to publish by 1/15. This is an add-on, but some ideas may be ongoing as part of the monthly newsletter.• Lauren—regarding email communications. When are best days for food and beverage emails? Special events?• Upcoming events. Sooner the better for events needing reservations, etc. This is also dependent on information Lauren needs from other departments. E-mails are not sent without confirmation from departments, especially pricing. Different departments are usually different days based on their needs. Team would like to add Snack Shack menu and number for members to call.• Rules and Reg Committee would like dress code on all flyers for events. Dress Code may be updated at next board meeting.• Lauren is responsible for final copies and sending of flyers with input of Social and Cultural Committees. Pricing is approved by Joe prior to publication. No volunteer may dictate price.
Discussion: <ul style="list-style-type: none">• Goals• Strategy• Next Steps	Team	<ul style="list-style-type: none">• Homeowners have requested synopsis of the board meetings in the newsletter. Goal is for board to provide synopsis within 2 days to meet newsletter publication date.• Pam would like to move forward with the Homeowner Communications Survey initiated by the previous committee. It is a great start in learning how homeowners currently get their information and their preferences. Questions include- Where do you currently receive HP Communication? How do you like to be contacted? Responsible person in household? Do you read the newsletter? Hardcopy, online. Do you use the directory? Is your information accurate?



		<p>Would you use an APP? Full time/Part time resident. Discussion regarding what other contact information do we need.</p> <ul style="list-style-type: none">• Online survey to be conducted via Survey Monkey, however residents may not be comfortable with this. Paper versions will be available at the desk and available for hand out and delivery.• Discussion regarding options for SMS texting via Jonas. And “Next Door” type forum for Heritage Palms. “Next door “Forum for Heritage Palms. Multiple ideas for communication sharing if this is possible. Lauren will investigate options and report at next meeting.• Discussion regarding generating excitement regarding upcoming events• Discussion regarding targeted and filtered e-mail communications. Survey question?• Discussion regarding ways to highlight new employees. Employee spotlight in Newsletter.
		<p>Meeting adjourned 12:05 PM. Next meeting Tuesday, 2/24 at 10:00 AM</p>

Minutes taken by Susan Therese Bell on 1/8/2026,

Submitted for Board Approval on 1/19/2026.