COMMUNICATIONS COMMITTEE
(A Standing Committee)

Purpose
The Communications Committee reviews and inputs into the media used to distribute the news of The Landings Association, and examines resident feedback, all in an effort to improve communications between the Board and residents at The Landings.

*The Landings Journal*, weekly E-News Bulletins, and The Landings Association website ([www.landings.org](http://www.landings.org)) are the primary communication vehicles. The committee also reviews and inputs into such media as the increasingly important Landings Association’s social media accounts, the Residential Directory, and the Annual Report.

Background
The Communications Committee is a Standing Committee, providing advice to The Landings Association’s General Manager. It serves as a conduit for information flow. The customers for this committee are the community at large, the Board, Staff, and current and prospective advertisers.

Scope
The Board sets policy and objectives that are implemented and managed by Staff. This committee highlights and supports those objectives to the residents, specifically, the following:

- To inform the community on pertinent issues through *The Landings Journal* and other media, including the website and Email Bulletins
- To capture and communicate feedback
- To create a better working relationship with Landings entities

Team Composition
The committee should have at least six residents, including the Chair; a Board Liaison; and support staff from the Association. Committee members ideally should have a background in media creation, dissemination, and analyses, such as writers, editors, publishers, survey analysts, etc.

Team Empowerment
The committee is empowered to make recommendations to the Association’s General Manager and to the Board of Directors. However, any decisions resulting from these recommendations ultimately rest with the Board.

Team Operations
The committee will meet monthly, on the third Monday of each month, at 10:30 a.m., unless otherwise noted. Though following the standard Rules of Order, the meetings will be less formal than Board Meetings, allowing a more free-flowing exchange of ideas. The recording of Minutes will be rotated among committee members. Committee members sometimes will be requested to research items outside of the monthly meetings and/or to participate on task teams.
Team Performance Assessment
The committee will be proven to be successful when achieving the following:

- The Board of Directors counts on and supports the opinions/recommendations of the committee.
- Positive recognition of, and reaction to, The Landings Journal, E-News, website, and other media from the community.
- Successful capturing and processing of feedback for such items as Strategic Plan updates and community votes.

Milestones and Schedules

- Focus on shorter, more direct communications, including brief videos, as we realize today’s users do not want to wade through lengthy missives or long videos.
- Continue brainstorming on issues to present and on methods to improve communications, especially within The Landings Journal, E-News, on the website, and via social media platforms (e.g., Facebook, Instagram, Swift911, and YouTube).
- Solicit more information from other Landings entities to include in The Landings Journal and E-News.
- Determine best methods and content for gathering and distributing feedback for such items as the Strategic Plan Update, Community Survey Results Review, and Covenants Review Communications.
Signature Page

John Kosiewicz, Chair: _________________________________________

Anita Clos, Committee Member: _________________________________________

Brenda Day, Committee Member: _________________________________________

Caitlin Anckner, Committee Member: _________________________________________

Chris Savage, Committee Member: _________________________________________

Claudia Law, Committee Member: _________________________________________

Katharine Marshall, Committee Member: _________________________________________

Lisa Olson, Committee Member: _________________________________________

Maryce Cunningham, Committee Member: _________________________________________

Michael Auen, Committee Member: _________________________________________

Michael Newman, Committee Member: _________________________________________

Rosemary Mackey, Committee Member: _________________________________________

Blake Caldwell, TLA Board Liaison: _________________________________________

Karl Stephens, Staff Liaison: _________________________________________

Lynn Lewis, Staff Liaison: _________________________________________
Kristin Peney, Staff Liaison: ________________________________

Approval
Shari Haldeman, GM/COO ________________________________