

Bayshore Gardens Park & Recreation District
Communication (Banner/Web) Committee Meeting Minutes
Wednesday; November 3, 2021 @ 7:00PM

The Meeting was called to Order at 7:00 PM by Dan Rawlinson

In Attending: Dan Rawlinson (Committee Chair) and Mary Lou Smith (committee member)

The minutes of the August 4, 2021 were approved without changes.

A discussion was held concerning Trustee Belle Baxter's position needing to be on the committee since the Banner was part of the committee duties, but by attending the meetings and participating, the sunshine law was open to interpretation.

In order to rectify the situation, it was decided to recommend:

Split the current Communications Committee, giving Trustee Baxter the chairmanship of the new (old) Banner Committee, using the mission statement formerly used by the Banner Committee. Trustee Rawlinson would continue to chair the Technology Committee (new name), which would be responsible for other forms of communication. The mission statement of this committee would have references to the Banner removed.

The issue of incorrect information being on the website was discussed. Mary Lou reported that the Policy and Procedure Committee was taking the incorrect information off the website and replacing it with correct information as policies are being reviewed and corrected

The issue having the Banner available in Spanish was discussed. Mary Lou asked how many people this would affect and how to get the word out. When another survey is published by the Long-Term Planning Committee, this question could be included. We could publish in Spanish right now by request if we have a translator and a way to get information out about requesting the Banner in Spanish. This committee is in favor of the suggestion.

We also discussed the lack of community involvement. It was pointed out by Mary Lou that lack of participation is very much connected to lack of communication. The decision by the board to stop home delivery of the Banner took away our only way to communicate with all residents on a regular basis. About half of our residents have not bought into the current distribution method. We discussed combining one time Banner distribution to all residents when we mail out the next survey. It can be a special edition or regular copy of the Banner with information about how to get it regularly. The survey could have more questions about communication by the board to residents.

Meeting adjourned at 7:20 pm.

Respectfully Submitted - Revised by
Mary Lou Smith - Dan Rawlinson (12/15/21)