

**Bayshore Gardens Park & Recreation District
Communication (Banner/Web) Committee Meeting Minutes
Wednesday; August 4, 2021 @ 7:00PM**

The Meeting was called to Order at 7:05PM by Dan Rawlinson

In Attending: Mary Lou Smith (committee member), Belle Baxter (guest)

Mary Lou brought up the fact that the April Minutes stated that a mission statement was adopted, but the committee had not voted on the mission statement. Two draft statements were reviewed again, and the following was adopted: “The Bayshore Gardens Communication Committee was formed to facilitate communication between the Bayshore Gardens Park and Recreation District Board of Trustees and the residents of Bayshore Gardens Park and Recreation District, through a utilization of a community newspaper (the Bayshore Banner), a community website (BayshoreGardens.org), and other communication tools as they become available.”

We discussed and tabled the idea to charge residents for mailing of the Banner.

A discussion was held about getting District information to residents. We are limited in distribution right now, to the email addresses we have collected and the mailing addresses we have for people who have expressed that they want home delivery. Dan estimated that we have about 700 people that we are delivering the Banner to right now through those two avenues. Dan suggested that we include information in the mandatory letter that goes out to residents prior to the election. Mary Lou agreed to write a cover letter from our committee, and we could also include a sample Banner to each household. If the cost is a little more per letter for the extra distribution opportunity, it was worth it to get info out to residents and collect more addresses so we can get info about District happenings to more residents. Mary Lou will bring the draft letter to the next meeting of the committee. Dan will discuss it with the other Trustees at the workshop.

Belle asked about suggestions for content of the Banner. A crossword puzzle and/or joke was suggested. A calendar of events was felt to be essential. The tide chart has been put back in. The content seems to be ok with people she asks. Belle suggested that each committee select someone from the committee to write a Banner article to submit each month so residents can see what we are doing. It should be more than just minutes. She will reach out to clubs and organizations to do the same.

Mary Lou inquired about the status of the “Letters to the Editor” issue and handed out some extreme sample “letters” that the editor could be faced with if the issue is carried forward to the Board for approval. Belle stated that based on the feedback she has received, she had decided not to pursue the issue. She presented the Trailer Estates Tribune policy which she said our attorney had furnished her based on her inquiry.

A short discussion was held about our current Banner policy. It will be on the agenda for the next meeting to review. The current policy addresses advertising and we do not have advertising right now, but we may want to have it again in the future.

A brief discussion of the website content was held. Apparently, some or all the contracts on the website have not been Board approved. Our suggestion to the Board is to remove the non-approved contracts from the website now and replace them with correct ones as they become available from the Policy and Procedure Committee and are approved by the Board. The Policy and Procedure Committee has prioritized the contracts to get them corrected and are working on them now.

Meeting Adjourned.

Respectfully Submitted,

Mary Lou Smith
Acting Secretary