

SUMMARY OF MEETING, COMMUNICATIONS SUBCOMMITTEE, AUGUST 5, 1980

The Subcommittee met in the Card Room at 8 p.m., in another attempt to get a newsletter up and running. Attending were Anna Gilreath, Marden Kimball, Kim Rendall, Steve Matula, Allan Lund, Dick Nelson, Ron Kostoff and Jack Herzig.

The Subcommittee has not elected officers and does not have a Chair. However, Anna Gilreath prepared a proposed agenda for the meeting (agenda attached) and acted as scribe for the proceedings.

From the fact that only eight people were present for this planning session, it was apparent that the agenda was too ambitious. The consensus of the group was that the Subcommittee should not now attempt to develop a sophisticated newsletter as envisioned by the agenda but rather should concentrate on producing a periodic news sheet devoted mostly to notices and items of information of interest to co-owners.

Marden Kimball (#513W) agreed to act as editor of such a news bulletin. All committee and subcommittee chairpeople should submit any information to be published to him. The information should be submitted in publishable form, i.e., it should not be minutes of meetings or scribbled notes from which he might be expected to pull together a cogent item of news. The information should be written in a proper format for publication in a news bulletin. Marden will edit the material and turn it over to Kim Rendall and Ruth Bassett (who was not present for this meeting but had agreed earlier to assist with typing chores), who will type the finished material. The Communications Subcommittee will review the draft bulletin and will furnish Vince Turner with a copy for the review of the Board of Directors. Once Board approval is received, the bulletin will be duplicated (management has agreed to assist with duplication) and distributed to all co-owners.

The Subcommittee agreed to try to get out the second bulletin around mid-September. Any committees or subcommittees who have information which should or could be published at that time should get the material to Marden by August 28. The Subcommittee will meet on September 3 for its review of the draft bulletin and will try to get it to the Board of Directors for review a day or so after that.

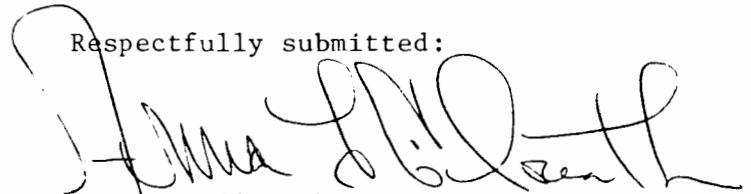
The Subcommittee agreed that all newsletters or other communications not requiring the immediate attention or response of co-owners should be distributed to co-owners via the mailboxes at the reception desk. Co-owners should check those boxes periodically.

The Subcommittee discussed but did not make any recommendations about the following: (1) Whether the Declarant's Board of Directors should have the option of reviewing news bulletins; and (2) whether the function of the newsletter should be merely to disseminate news of activities of committees and subcommittees, announcements of upcoming events, social

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notes, etc., or should it be used as a mechanism for discovering and airing co-owners problems, e.g., with management, alerting residents to problems others have had, e.g., security breaches, so that other co-owners can be on guard against similar problems.

Respectfully submitted:



Anna L. Gilreath

DISTRIBUTION

Diana Barnhart, 203
Ruth L. Bassett, 704
Nina Brolin, 402
Thelma Butts, 313
Elizabeth Grant, 1408
Jack Herzig, 310
Allan Lund, 1701
Lucy Millikin, 1014
Richard Nelson, 1710
Marden Kimball, 513
Eleanor Jackson, 313
Kathleen Jeck, 1001
Herb Nordin, 1510
Kim Rendall, 512
Wm. Robertson, 511
E. M. Varney, 211
Mildred Bailey, 511
Debora Cooper, 209
Ron Kostoff, 602
Steve Matula, 813

cc: Vince Turner

AGENDA (SORT OF)

- I. The job of newsletter editor has several component parts. Those who are interested in working on the newsletter but cannot commit sufficient time to perform all the duties of newsletter editor may instead choose to take on one or more of the following activities:

A. Reporter -- This person is actually a coordinator with other subcommittees and ad hoc committees, as well as management, to ensure that they know to submit items of general interest and that they know and meet deadlines for submission. This person also responds to requests by co-owners for information about specific issues, either by researching and writing about such issues personally or encouraging other knowledgeable individuals to do so. The reporter then turns all articles over to the copy editor on a timely basis each month.

B. Copy editor -- This person edits or rewrites articles submitted as necessary to ensure a consistent, cogent, concise style throughout the newsletter. This person also ensures that all necessary information is contained in articles submitted (so that an item doesn't raise more questions than it answers). The copy editor then will layout the newsletter in the proper format for submission to the printer.

C. Circulation manager -- This person picks up or arranges pickup of the finished newsletter from the printer and is responsible for distribution door to door. One individual should have overall responsibility for this but several people will be needed for actual distribution.

D. Advertising manager -- (This position may need to await publication of one or two issues, until we have something to show prospective advertisers.) This person will be responsible (alone or as head of a committee) for:

1. Establishing appropriate current advertising rates for the newsletter. (The Skyline Plaza rates could be a starting point -- ours appropriately reduced to reflect our smaller size.)
2. Canvassing local merchants to inform them of our newsletter, giving them samples, informing them of our rates, and asking them to purchase space in the newsletter.
3. Canvassing co-owners with an eye toward convincing those in a position to purchase advertising space for their businesses to do so or to request that their businesses do so.

E. Typist -- This person types (but does not necessarily make coffee).

F. Treasurer -- Monitors and records income and expenses. Prepares financial reports for Owner Involvement Committee use. Etc.

G. Photographer -- This person takes pictures of Skyline House functions, of Skyline House functionaries or of other persons, places or things as suggested by the nature of articles written for the newsletter.

H. Feature writer -- This outgoing, active person has a knack for finding and writing about the co-owner with an interesting or unusual background, hobby, career etc., so that all readers of the newsletter are entertained and enlightened. The feature writer will be responsible for periodic "meet your Skyline House neighbor" and similar features.

I. The person who pulls it all together - the Subcommittee Chair?
The Copy Editor might be the appropriate person to be the overall contact for positions A through H, co-owners and management, but a separate person might also be appropriate.

II. Commitments

A. Any and all of these tasks may be shared. Two co-owners may share a task either by dividing it between them or by being responsible for the task on alternate months.

B. No volunteer job should be a burden; on the other hand, no volunteer job should be undertaken lightly when other people are dependent upon the volunteer. Individuals who decide to take on one or more of the above tasks should be prepared to be responsible for the task through December. That is, the responsible individual either will perform the task or will personally obtain a substitute or substitutes on a timely basis to carry out the task.

III. The Subcommittee must develop the goals, objectives and structure of the Subcommittee and submit this proposal in writing for review by the Ad Hoc Advisory Board and Board of Directors.

A. What function, if any, will the Subcommittee serve other than publication of the newsletter?

B. Should the Subcommittee have a Chair, Secretary, etc., or will positions such as those referred to above be sufficient?

C. Is the Subcommittee interested in being responsible for (maintaining, stocking, monitoring) a "distribution table" containing community news, notes, flyers, etc. A possible location would be a shelf below the current bulletin board but, if desired, this would have to be cleared through management and the architectural committee.

IV. Miscellaneous

A. How about a Name the Newsletter campaign?

B. Allan Lund and Anna Gilreath met with Vince Turner and learned the following:

1. Before publication, newsletters must be reviewed by the Advisory Board. The Board needs approximately five days before the scheduled publication date.
2. Management will make typewriters available in the office in the evenings with advance notice. The typist will be given a key.
3. Management will duplicate the newsletter if that is the desired means of publication. If the Subcommittee desires to have the newsletter printed, a local printer (Paragon) generally handles Skyline printing at a reasonable cost. (The budget does not currently provide for printing a newsletter, although "printing costs" are budgeted. Some discussion with management will be required to determine how we can get printing paid for until we become self-supporting through our advertisers.)

V. Anything else anyone wants to add.

Anna Gilreath

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