

Glastonbury Landowners, Inc.
Communications Committee Meeting Minutes
July 30, 2015

Committee Members Present: Robert Branson (Chair), Dan Kehoe and Ross Brunson.
Also attending: Alyssa Allen (Secretary); landowners: Regina Wunsch, Debbie Blais,
Sally & Chuck Muto, Ia Williams, and Donna Lash-Andersen.

The meeting was called to order at 7:04 pm.

Areas of discussion included the following:

1. E-mail for Official Notice and other non-official communications.

- The committee reviewed a draft e-mail consent form and suggested edits to it; after some discussion on the complexity of having multiple lists that are official notice items and non-official notice items, it was determined that it would be most feasible to allow opt-in to only 2 different categories: 1) Official Notice which includes Notice of Meetings of Members, Due Process and other Official Notices, and Assessment Statements; and 2) Non-official "Announcements and Information" to include Newsletters, Board and Committee Meeting Announcements and Agendas, Board and Committee Meeting Minutes, Letters and other non-official communication from the association.

- Discussion continued on how to best have landowners sign up for e-mail communication and ways to authenticate those who sign up, the use of a number identifier assigned to each landowner for verification, and the use of Mail Chimp for sending out of information to the various lists except for Assessment statements.

- Discussion lead to the understanding that assessment statements can be sent out via QuickBooks (QB), which has a feature to e-mail the statement directly from within the program. Discussion on using QB vs. an Excel database to manage e-mail preferences. Explanation that the Excel database allows for tracking various types of information such as whether a Welcome packet is due to be sent out, and the ability to produce mailing labels more efficiently. In QB, if an e-mail address is present in the member record, it can indicate that the member has chosen to receive their statement via e-mail.

- Clarification about e-mails sent out from MailChimp more likely to make it through spam filters if messages are simple without a header.

- Further discussion included whether or not authentication is needed for those who sign up for non-official communication, and the point that unless you are a landowner you don't need to know about GLA stuff; it is reasonable and prudent to have a form for both official and non-official e-mail sign-ups; according to Bylaws and state law, minutes are for members. If someone who is not a member sends a doc request form, it is not something we have to fulfill; responsibility to make sure e-mails go to certified landowners. For members with multiple lots, the e-mail opt-in choices will apply to all lots they own.

- Until the e-mail opt-in is ready, we will continue to e-mail items to those already receiving them, but once the official form goes out, these people will need to sign up again using the form.

- Various ideas regarding authentication of e-mail consent forms were discussed including telephone calls to the members, a physical letter confirming sign-up, and assigning a unique authentication code to each member.

- A landowner expressed concern that anyone from the public can go to the GLA website and see information about the current litigation which may turn off prospective buyers, and questioned if this information could be in a password protected area; the response that the website is run as an info source for both prospective landowners and people who live here. Best policy to have transparency and openness even to a fault.

Action item: Alyssa - edit the e-mail consent form as suggested and send to committee for review/edits.

2. Updating Calendar of Events on Website

- As a way to provide more timely updating of the website calendar which has become a primary way for some landowners to know what is going on with the GLA, the idea of having Debbie Blais and Kevin Newby work together to handle the posting of meeting dates was discussed. After working out some of the details, the committee agreed to proceed with this action by general consensus. Ross created a specific e-mail address, calendarupdates@glamontana.org, to which board members can send their committee meeting dates for posting.

- It was also clarified that Dan is a backup to the website for access and editing.

Action item: Ross - Inform board / committee members of the calendarupdates@glamontana.org e-mail address for having upcoming committee and board meetings posted to the website calendar.

3. Tracking and Ticketing System Needed

- Due to the need for tracking various communication tasks, discussion on FreshDesk, an on-line help desk system, ensued. Clarification that there is no charge to setup 3 agents. Having 6 agents would cost \$16 per month. An agent is someone who could have something assigned to them as a responsible party. The idea of the Administrative Assistant, Treasurer, WebMaster or President being agents was discussed but no final determination was made. The option of using a similar service called Zen Desk, which allows there to be an “occasional” agent who pays on an on-demand basis, was also discussed.

- The point was made that there needs to be a prioritization of the tasks handled by the association such as a road emergency being high priority, and looking at the level of people affected by certain situations as a way to prioritize.

- Clarification that Freshdesk solves the problem of assigning and tracking items, but members need to be informed that some requests take a fair amount of time to process and may even involve attorney input. A suggestion that the e-mail auto responder say, “the nature of your request and the workload of the person it is going to will have an effect on how soon this will be responded to.” Freshdesk has priority status settings and can send reminders for priority items. By general consensus, the committee agreed to try using Freshdesk at no cost with only 3 agents.

Action Item: Ross - work with Karleen to begin using FreshDesk for assigning and tracking items.

Meeting adjourned at 8:43.