

CHANGES IN LAKE HOLIDAY NEWSLETTER, TAB 8 FOR BOARD

November 23, 2021

ISSUES: There are costs associated with the current software and mailing the hardcopy of the Lake Holiday newsletter. With the current software, publishing the newsletter to the Lake Holiday website is cumbersome and time consuming.

BACKGROUND: Peggy McClurken (former Board secretary) has been publishing the monthly newsletter and now would like to step down from that responsibility. Elizabeth Hair, the current Board Secretary is willing to take over the editor responsibilities. Ms. McClurken had been using a software program that has a monthly cost. Mailing hardcopies of the newsletter requires our staff to print and envelope each newsletter, not to mention the cost of postage. Also, using the current software, publishing the newsletter to the Lake Holiday website is not efficient. With this software, the PDF files are difficult to upload and disseminate. John Stover (Tech Committee chair) has requested we change the software so the newsletter is compatible with publishing on our web site.

RECOMMENDATION:

The Tech Committee recommends using the Microsoft suite for publishing the monthly newsletter; therefore, alleviating any additional costs associated with the former software. The committee also recommends eliminating the hardcopy mailings of the newsletter. saving costs associated with materials, postage and labor. The staff can print hardcopies for members upon request. In addition, the committee would like to reduce for publishing the newsletter from monthly to quarterly.

PROPOSED MOTION/ACTION:

The tech committee proposes to change the newsletter software to the Microsoft suite. The committee also proposes to eliminate hard copy mailing of the newsletter. The committee proposes to publish the newsletter quarterly.

SPONSORS:

Mary Lewia

Elizabeth Hair