

Tab 7

Communications Enhancements and News Summary Email

HCC Board of Directors

January 24, 2023

Issue: 2022 community survey input and other community feedback regarding LHCC Communications included the following requests/recommendations:

1. Advance notification and details about upcoming **events and activities** to allow residents and non-resident lot-owners more time to determine if they will participate and if so, add to their calendars. This also requires a bit more detail from Committees/Clubs, etc.
2. **Fewer single-topic LHCC emails** (food trucks, one-off events, etc.). Instead, send a compiled news summary with links to event information and instructive LHCC web content. Restore the original intent of LHCC email as a vehicle for time-sensitive notifications re: issues requiring member/tenant action (outages, maintenance, construction, closures, etc.).
3. More information about **community amenities** – to include future map(s) with the locations – and migrate completed amenities from the master plan document to the website.
4. More **“How Do I”** topics than currently provided under the LHCC [FAQ Page](#) and present the information in a more approachable and logical manner.

Background: In addition to being responsive to community needs, a cohesive and strategic communications approach helps align LHCC’s communications vehicles (newsletter, website, FB, emails, board books, etc.) and prospective tools (future community app, etc.), and more effectively and efficiently communicate with members and tenants. An annual look ahead of what and when we communicate will reveal patterns that can help gain efficiencies by repurposing content further in advance for repeated activities, events, seasonal notifications, planned maintenance, etc.

Recommendations & Summary:

1. Require an **Event and Activity Information Form**:
 - a. Committees/Clubs to submit form 1-2 months in advance to share event/activity details via LHCC communication channels (web, e-news, facebook, newsletter, bulletin boards, etc.) If the event/activity recurs regularly, only one annual form is required.
 - b. Links to tools are provided for Committees/Clubs to create and submit their own flyers to promote events (office to post on the website, LHCC Facebook and mail stations).
2. Launch a new **Email Summary** – called **“What’s Happening at Lake Holiday”** as follows:
 - a. A look-ahead at the next month’s important information, due dates, activities, events, meetings, and awareness/action-required topics (planned maintenance, traffic pattern change, community updates, etc.)
 - b. Advance copy to be included in monthly GM report in future board books, along with metrics (web, LHCC Facebook and email) that provide engagement, readership, content interest levels, etc.
 - c. Distribute the last Thurs. of the month seasonally (Oct.-April) and then evaluate if a weekly edition is warranted during the busy summer season (May-Sept.). The first edition of the email summary is planned for ~Jan. 26 for the Feb. 2023 look-ahead.

- d. Content will be due the Monday prior to a regular board meeting (same day as board meeting agenda). Content not submitted in time will not be sent as a separate email.
3. Completed **Amenities**, currently part of the [Lake-Holiday-Master-Plan-2020-2029.pdf \(lakeholidaycc.org\)](#) will be migrated from the document to the LHCC website here: [Community Amenities | Lake Holiday \(lakeholidaycc.org\)](#). New maps showing the locations of amenities and details, such as trailheads, will be added in the future. Action by a small team of MPC members.
4. A new **“How Do I”** web page vs. our current Frequently Asked Question (FAQ) content allows us to address topics/answers requested in the survey and from emails sent to communityinput@lakeholidaycc.org. This link provides an example of the proposed logic and flow of information: [How Do I... – Hidden Valley \(hiddenvalleylakeindiana.com\)](#). Action by a small team of board directors and office staff.

Motion: Approve implementing a required LHCC Event/Activity Form for all event/activities; Launch the “What’s Happening” news summary to reduce one-off emails; Migrate completed amenities from the Master Plan to the website; and transition FAQs to a more logical “How Do I” page on the website.

Attachments/Addendums:

- Event and Activities Information Request Form – to be completed by Committees and Clubs for all requests to promote approved events and activities
- **“What’s Happening at Lake Holiday”** draft email

Name: Cathy Melcher, Lake Holiday Board Director and Master Planning Committee Secretary

LHCC EVENTS & ACTIVITIES INFORMATION

(Must submit 1-2 months in advance for all Communitywide/Board-Approved events & activities)

Email this form to judy@lakeholidaycc.org

DETAILS – 3-4 LINES OF RELEVANT INFORMATION (Answer “Why I should attend?” and benefits of participating)

TIME, DATE AND LOCATION

CONTACT PERSON, EMAIL AND MOBILE NUMBER

SUMMARY (One sentence that will be sent via once monthly “What’s Happening in Lake Holiday” Email that links to the LHCC website for additional details.)

PROMOTIONAL MATERIAL (FLYER TO POST ON LHCC WEBSITE)

You may use a flyer-making program like [Free Flyer Maker: Make Flyers in Minutes | PosterMyWall](#) or [Free Flyer Maker: Create a flyer in minutes - Placeit](#) or [Editable Flyer Templates - Design, Free, Download | Template.net](#) Do NOT remove website credit links from the flyers. Note: You must have permission to use all images or use your own photo(s)/previous event photos with the photographer’s permission [insert photographer’s name, used with permission].

Email flyer to judy@lakeholidaycc.org

Subject: New Communications Vehicle! What's Happening in Lake Holiday – February 2023

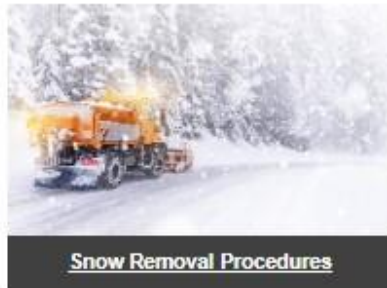
Introduction: We are launching this monthly news summary in response to your input and requests for more advance notification about upcoming events and activities, and fewer single-topic LHCC emails.

Lake Holiday

What's Happening in Lake Holiday – Feb. 2023

The latest happenings in Lake Holiday this month, from events to alerts.

Wintertime Awareness



What's Due and When

- Boat slip, Kayak/Canoe rack rentals due March 7th
- Storage space rentals due March 14th

Click [here](#) to complete forms online. Click [here](#) for fee information.

February Events at the Lake Holiday Clubhouse

Square Dance
In the clubhouse
The last Friday of every month
6 to 8 PM
RSVP by 3 days before to
JaAnn 714-357-2029

January 27th
February 24th
March 31st
April 28th
May 26th

Adults & Children 12 and over
Singles and Couples welcome
No experience needed.
Live caller will teach you

Sponsored by the Activities Committee
Email ChairAct@lakholidaycc.org with questions

Lake Holiday Community Club
February 4th 7 to 10 PM
KARAOKE PARTY



DJ Tony Sealock
Singers of all ages welcome
Snacks and Soda provided
Sponsored by the Activities Committee
Email ChairAct@lakholidaycc.org with questions

LHCC TOWN HALL – Clubhouse Parking Options
02/25/2023
10:00 am - Noon

We look forward to seeing you on Saturday 2/25 at a Town Hall meeting to discuss clubhouse parking lot challenges during the 15-week summer season and holidays. Attendees are encouraged to share ideas with the Board Parking Lot Working Group



[Board & Committee Meetings](#) at the Lake Holiday Clubhouse

[Clubs](#) at the Lake Holiday Clubhouse

Stay informed and find out more about LHCC:

- [Lake Holiday Newsletter](#)
- Follow us at [Lake Holiday Facebook](#)
- Received this email as a forward? Sign up [here](#) to receive LHCC notifications.

Committee and Club leaders, submit [Event Forms](#) for the March edition of *What's Happening in Lake Holiday* by Mon., Feb. 20.



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