

# Lake Holiday

## **POLICIES, RULES, AND PROCEDURES** **PRP NO. 13**

### **Communications**

**Revised and**

**Approved by the Board of Directors**

**Date: September 27, 2022**

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# PRP NO. 13 COMMUNICATIONS

## SECTION A. PURPOSE

1. Communication of timely information with the Lake Holiday Country Club (LHCC) membership is critical. Information covers a broad range of topics, including event notices, Board Meeting highlights, articles of community interest, and results from Annual Meetings and Elections. The primary vehicles of communication are:
  - Monthly LHCC Community Newsletter
  - Official [LHCC Website](#)
  - Official [LHCC Facebook](#) Page
  - Broadcast Announcements (See Section D.)
  - Direct Mail (See Section F.)
  - LHCC Board Book and meeting minutes
2. It is the member's responsibility to read the information provided and provide feedback as appropriate. Ideas and recommendations can be emailed to [communityinput@lakeholidaycc.org](mailto:communityinput@lakeholidaycc.org).
3. This document defines the policies and procedures in providing information to the Membership.

## SECTION B. COMMUNITY NEWSLETTER

1. Responsibilities.
  - a. The Board Secretary, as the Community Newsletter Editor, is responsible for publishing the monthly Community Newsletter and maintaining close contact with the Administrative Office regarding updating and maintaining the Lake Holiday website. The Community Newsletter Editor is responsible for ensuring timely distribution of the Community Newsletter.
  - b. The Editor-In-Chief is the Board of Directors. The Board Secretary may designate a temporary newsletter editor upon approval of the Board of Directors.
  - c. All Lake Holiday committees are responsible for submitting notices, announcements, articles, and other communications on behalf of their committee.
  - d. The Board President, Vice-President, Board Secretary, or other designated board member works closely with the Administrative Office to distribute and/or post articles of high importance as stories on the website, official Facebook page and/or sent as emails to members.
2. Procedures.
  - a. The Community Newsletter Editor establishes the list of annual articles and publicizes the community calendar as appropriate. Deviations from set schedule are permissible as circumstances may dictate.
  - b. Newsletter submissions from the Board of Directors receive priority, followed by summaries regarding new or revisions to the Association's governing documents.
  - c. Each month, articles pertaining to strategic plans, board decisions and updates to the community's governing documents shall be pulled out and posted as news items on the official LHCC website, with links to the article posted on the official LHCC Facebook page with a link to the website.

3. Other Submissions.
  - a. Submission of articles, notices, and announcements may be accepted from any membership source for review, approval, and inclusion in the Community Newsletter. Submissions shall be considered if informative, entertaining, non-confrontational and/or in keeping with laws or other LHCC regulations; and should be community focused. Editorials, personal opinion articles, letters and similar are not printed in the Newsletter.
  - b. The Association reserves the right to determine the placement and size of charity and non-profit event notices in its Newsletter, on the Website or in other publications.
4. Community Calendar. The Community Calendar is included in the Community Newsletter. The Calendar will only be current as of the date of inclusion in the Community Newsletter.

## **SECTION C. INTERNET COMMUNICATIONS**

1. Responsibilities
  - a. The official Lake Holiday website, Facebook page, and any other official channels ("internet properties") and their maintenance are the responsibility of the General Manager. The General Manager must have unrestricted access to all official communication vehicles as an Administrator.
  - b. The General Manager and Board President will authorize a primary and alternate individual who will have permission to post and disseminate information. The only individuals who may be granted administrative or content management privileges to official internet properties are an active Board Officer, General Manager, administrative staff, and technology-related subcontractor staff.
  - c. The Board Secretary, or Board approved designee, is responsible for ensuring that the Community Newsletter and all other appropriate documentation are posted to the official Lake Holiday website by authorized administrators. These documents are listed in paragraph 2.b. below.
2. Procedures.
  - a. The Lake Holiday website shall not be used as the official archive. All official documentation archives are stored and managed by the Administrative Office.
  - b. The following documents shall be posted to the official Lake Holiday website:
    - i. Board of Directors Meetings agenda, tab items and minutes.
    - ii. The Treasurer's profit and loss statements and quarterly statements
    - iii. Committee minutes and reports, as presented in the Board Book
    - iv. The most current approved revision of the governing documents which include the LHCC Articles of Incorporation, Bylaws, Policies, Rules and Procedures (PRPs) and Resolutions
    - v. Notices, community news, announcements, calendar, articles, alerts, or other appropriate content
    - vi. Annual meeting of the membership presentation slides, election notices, candidate information, and election results should be posted as soon as practicable.

## **SECTION D. BROADCAST ANNOUNCEMENTS**

1. Responsibilities.
  - a. Broadcast announcements are the responsibility of the Board President, Board Secretary, LHCC GM or Office Manager, and are distributed from an LHCC email account and posted on the official Lake Holiday website and Facebook page by a member of the Administrative Office.
  - b. All announcements shall be reviewed and approved by the LHCC GM, Office Manager and/or Board President or other designated board officer prior to distribution to members.
2. Procedures.

- a. Broadcast announcements are used to communicate emergency or important community information, to include Board of Director decisions and updates. Broadcast announcements may include, but are not limited to, entry signage, email blasts, flyers and urgent notifications, such as weather-related or other hazards, road closures, restricted access to amenities, utility outages, changes in office hours, and other closings or cancellations.
- b. Broadcast announcements may be transmitted using email and any other appropriate communication channel or method. The content and images of all broadcast announcements shall convey a professional business tone.
- c. Emails with the exception of brief, urgent notifications, shall use the official LHCC template and follow the communication guidelines below:
  - Subject Line: Clear, concise and meaningful, explaining the importance and urgency of the information, relevant dates/times, and/or action required by members.
  - Images: If used, an image shall be owned by the association with full usage rights, or may include photos taken by LHCC staff or by members used with written permission. Images such as symbols, shapes, icons and/or logos shall be rights-free, professional, community-focused and relevant to the subject matter of the message.
  - Greeting: Used to address a specific sub-audience, such as Boat Slip Lessees, etc. If the message is for all members/residents, no greeting is required.
  - Main Body: Provides the most important information in the first one or two sentences or paragraphs, such as meeting date, time and location; issue statement, required resolution and deadline, etc. Use bullet points or enumerate details, steps or actions that need to be taken.
  - Closing: A sentence or two to reiterate any call to action and deadline, or providing contact details or links to relevant information, as appropriate.
  - Signature: Approved signatures include: LHCC General Manager, LHCC Office Manager, LHCC Administrative Staff, LHCC Board Officer (president or designee) or appropriate Committee name. No other signatures are permitted.
- d. When an important and/or time-sensitive email is distributed, the message shall be posted on the official LHCC website as a news item and posted on the official LHCC Facebook page with a link to the website.
- e. Repetitive information, such as snack shop or food truck schedules, menus, etc., shall be shared once at the beginning of each summer season via email. The message shall direct members to a standard webpage link for all further updates and/or cancellations. This can reduce the number of “unsubscribes” for future emails. Links to this page from the official Facebook page shall also be utilized to manage the number of emails distributed to members.
- f. A documented Communications Plan, to include a calendar of pre-planned, monthly social media and broadcast announcements shall be provided to the LHCC Board of Directors at the Board meeting each month in the General Manager’s report. A log of distributed broadcast announcements shall be available for review upon request by the Board, LHCC General Manager and/or Office Manager.
- g. A monthly metrics report, to include email “opens”, “click-throughs”, “new subscribers” and “unsubscribes” shall be provided to the LHCC Board of Directors at the Board meeting each month in the General Manager’s report.

## **SECTION E. COMMUNITY INPUT EMAIL**

1. Responsibilities. An LHCC Board Director shall respond to emails received via the [CommunityInput@lakeholidaycc.org](mailto:CommunityInput@lakeholidaycc.org) email box.
2. Procedures.
  - a. Once an email is reviewed by the Board Director, it is then assigned to the appropriate committee to review, research and determine if an idea or suggestion is viable.
  - b. If multiple emails are received regarding a similar topic, an answer and edited question may be posted on the LHCC website under Frequently Asked Questions (FAQs).

- c. In some cases, committee leaders or Board Directors may respond to the resident and request that they follow-up directly with a particular committee; recommend that they join the committee; draft a tab for presentation to the Board; or support a one-time effort that requires more research to move an idea forward for Board review.

## **SECTION F. DIRECT MAILING**

1. Responsibilities. All direct mailings to the membership are the responsibility of the Administrative Office.
2. Procedures.
  - a. Mailing of materials to LHCC members is typically reserved for the distribution of annual election materials, particularly if a member does not opt-in to vote.
  - b. Other mailings may include but are not limited to compliance-related correspondence or matters pertaining to bookkeeping, such as payments or refunds.

## **SECTION G. COMMUNICATION ADVERTISEMENTS**

1. Responsibilities.
  - a. The Board of Directors approve all associated fees.
  - b. The Administrative Staff recommend all advertisement locations, size, placement and associated fees
2. Procedures.
  - a. Advertising opportunities are available within the Lake Holiday communication vehicles.
  - b. Advertisers communicate with the Administrative Office.

## SECTION H. COMMUNICATION VEHICLES AND AUDIENCES

Content	COMMUNICATION VEHICLE				
	Official Website	Official Facebook Page	Community Newsletter	Email	Text Message
Board Meetings	✓	✓	✓	✓	
Emergency Alerts	✓	✓	✓	✓	✓
Community Activities	✓	✓	✓	✓	
Committee Updates	✓	✓	✓	✓	
Non-Urgent/Repetitive Information (Activity Reminders, Food Truck Schedules/Menus, etc.)	✓	✓			
Lake Testing/Studies	✓	✓	✓	✓	
Advertising	✓		✓		
Surveys	✓	✓	✓	✓	
Governing Documents	✓	✓	✓	✓	
General Information	✓	✓	✓	✓	

<u>ITEM</u>	<u>DEADLINE</u>
Regular Board Meeting	Minimum 7-day notice
Special Board Meeting	Minimum 3-day notice
Emergency Board Meeting	As soon as possible
Newsletter	1st day of the month
Committee Articles	15th of the month

## REVISION HISTORY

Revision	Approval Date	Subject	Revised Sections	Initialed for LHCC Records Entry:
V1	8/28/2012	Original		
V2	1/22/2013	Procedures; announcements	C, D	
V3	8/26/2014	Advertisement sizes	B.4	
V4	2/24/2015	Add Facebook	D	
V5	9/26/2017	Total Rewrite	All Sections	ALM
V6	9/27/2022	Total Rewrite	All Sections	PAM