

Woodlands Association Board of Directors Meeting Minutes – 02/02/19

Board Members Present: Susan Pfau, Jared Asch, Bill Gilmyers, and Todd McNeill

Board Members Not Present: Ron Chesney, Erik Ehlers

Community Members Present: None

Bill called meeting to order @ 8:05 am

January minutes approved.

Board Business: Pete has resigned from the board position of Treasurer. There is significant Treasurer work to be caught up on. Technology improvements may streamline processes. Collections are behind but Bill will catch up before EOM.

Technology Report: Website timeouts are being investigated. May be due to virtualization technology behind the website hosting, and website is accessed infrequently.

Newsletter Report: Thanks to Jared for article content. There are issues around the content pipeline and ensuring enough content is available prior to the publishing deadlines. A significant amount of work is required to gather and curate content. If content is provided, the newsletter generation process is easy. Ad “bones” will be thrown to good/consistent advertisers to fill space in case of minimal content.

Newsletter Pipeline:

- Todd – Online Scam article
- Bill – Future of newsletter article
- Bill – Article on future of Woodlands Board
- Mayor’s Newsletter
- Bill – Article on Cord Cutting
- Board recruitment
- Cabana Club News
- Daylight Savings Time
- Ron - Pine Creek hike article
- Ron – San Diego article
- Board Request: Statements of Interest for Board Positions
- Jared – Earth Day article

WCPD: Officer Godinez would like to be involved in the Board meetings on a consistent basis moving forward.

Board Positions: Jared will be leaving the Board in July. Roles need to be more clearly defined, with job descriptions and volunteer time estimates easily available. Role process documentation needs to be

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updated. Need to start role search for Treasurer replacement. Bill's mission is to clearly define Board's overall scope, mission, and role in the community.

Newsletter Future: Questions asked: Should the newsletter change going forward? Should it be larger & quarterly? Content stales easily, especially compared to online content, .e.g. Nextdoor, Facebook, etc. What are ways the board can improve newsletter content and distribution?

Meeting adjourned at 9:02 am