

Kirkwood Meadows PUD Communications Committee Meeting Minutes FINAL

March 4, 2014

In Attendance

Committee Members: Chairmen Bob Epstein and Director Robert Ende

Community Members: Cheryl Stern, Anne Flore Perroud and Melene Smith

Staff: Manager Sharp, Jill Campbell and Kelly McBride

1. Approval of Minutes

The minutes from the February 3, 2014 meeting were approved as submitted.

2. Web Site Launch

a. Increasing Registrations at kmpud.com

Manager Sharp reported that he has been discussing ways to increase registration on kmpud.com and the use of the ACH with the Finance committee. These items have been promoted in the Newsletter and emailed out to the customers. We will also send out a form with the bills to promote a program to receive a write off of penalties and interest for an ACH sign up. Also in the works is an offer to receive two tickets for the KVFD Wine Tasting/BBQ for the price of one with the sign up for ACH.

Chairman Epstein reported that 170 people have registered since January 1st and he is looking at the target being between 500-800 total. Jill Campbell reported that bills were just processed and 104 emails went out.

Chairman Epstein stated that sign ups should increase once we raise awareness of the fact that people will be able to monitor their homes and detect patterns that will indicate problems in their homes.

Cheryl Stern suggested sending out an email to the Presidents of the HOA's with an explanation and a more personal introduction to the website and enlist their help in getting the word out. Manager Sharp stated that the HOA Presidents may also be able to monitor usage for their Association usage. Director Ende suggested setting up a table & demonstration at the KVFD BBQ or at the annual HOA meetings. A discussion ensued.

c. One Call Now

Chairman Epstein reported that beginning the first of April we will replace the current One Call Now with one that is through the website so people can be notified via text message, voicemail or email. A discussion ensued.

3. Web Content

a. Donations Page

Chairman Epstein reported that there has been a donations page added to the website for people to donate at any time to the Fire Department and that this will be linked into the KVFD Wine Tasting/BBQ activities.

b. Graphics for KVFD Wine Tasting

It was decided that the components of Anne-Flores design be submitted to Jill Campbell and she will submit it to Computer Courage.

A "Donate Now" button will need to be added to the Fire Department page and we can

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add that link to the Registration form. An email printed ticket system will need to have the look and feel that it is related and will need to have this added.

c. Staff Pictures

Manger Sharp stated that these are still a work in progress. Melene Smith asked about Certifications that staff may have and Manager Sharp stated that we will add these to the biographies.

d. Safety Page

Cheryl Stern presented the work that she has been doing on the Safety Page and Melene Smith suggested that we add locations to where ashes can be placed and also add to the page as the seasons change.

e. News Archive

Chairman Epstein stated that news, as it ages, is automatically archived and there is a link to the archive on the home page. Articles will be archived between 45 - 60 days. A discussion ensued with regards to a few verbiage/layout corrections that Cheryl Stern will relay to Computer Courage.

4. Newsletter

Manager Sharp reported that the Newsletter is going out via Mail Chimp and a printed Newsletter is going out with the bills.

5. Update on Livestream Video and Digital Presentations

Jill Campbell reported that she has been working with Wired Solutions on this and originally thought the reason that we were getting lag was an upload issue, however this does not seem to be the case. UStream is being tested and they have provided us with other providers to look into.

6. Community Bulletin Board

Cheryl Stern reported that the bulletin board that the District has always used to post notices has been moved away from the Post Office wall into an area that gets no traffic. Alpine County has a locked display box that we may be able to use. The District will contact Alpine County to inquire if we can share their display box.

7. Meet the Candidates

Cheryl Stern reported that the Meet the Candidates meeting is scheduled for Saturday, March 8th from 3:00 - 5:00 p.m. in the KCA Club. Chairman Epstein volunteered to send out an email reminder.

8. Other Business

Melene Smith asked if donations from Homeowners are being solicited to be auctioned off at the KVFD BBQ. Cheryl Stern stated that they will be seeking donations and types of donations are still to be determined but will be similar to last year. Vendors in the Kirkwood area will also be contacted this year.

9. Next Meeting

The next meeting was scheduled for Tuesday, April 8, 2014 2014 at 3:30 p.m.