



Memo

To: Board of Directors
From: Cindi Erickson, Board Chair
Date: February 19, 2020
Re: Discussion – Board Communication

Today the Board will begin discussion about the importance of improving communication between the Board and POA members, and methods by which those improvements can be made. This is in alignment with the POA's enterprise goal to Build Property Owner Trust and Support.

A draft HSVPOA Board Communication Plan is attached.

HSVPOA Board Communication Plan

Purpose: The purpose of the HSVPOA Board Communication Plan is to inform all property owners of current and anticipated board action which supports the purpose, mission and vision of Hot Springs Village.

Purpose: The Association has been organized to preserve the value of and to promote the health, safety, and welfare of the residents and commercial owners of the real estate described in Article II of the Declaration. . .

Mission (Draft): Enhancing our community through the member experience

Vision (Draft): America’s premier active lifestyle community

Why this is important: Unless the Board leads the community discourse with factual information in a timely manner as it relates to strategy, resourcing and oversight, alternate communications channels develop that can impede the Association’s pursuit of its purpose, mission and vision.

“Branding”: The style of the communicate will be instantly recognizable as having been sourced from the Board.

Audience: The audience will always be all current members.

Channel: “Board Digest”?

<u>Name</u>	<u>Message Purpose/Goal</u>	<u>Content Source(s)</u>	<u>Frequency</u>	<u>Author</u>	<u>Approval</u>	<u>Notes</u>
Member Experience Moment	Lift up board/committee/staff collaboration and cooperation	Quotes from committee and staff member(s)	Monthly on a Monday	Board Director	Chair CEO	TC’s first example