

## **GOAL: Modify Existing SVHOA website to improve HOA Communications**

### **1. If needed, clarify with the Board the role of the HOA in communications**

- HOA business
- Neighborhood news (Does the current Board support?)

### **2. Modify SVHOA website pages as follows:**

- Update more frequently! Remove old content periodically.
- Clarify responsibility and process for updating and content
- Add Neighborhood News item titles to the home page with link.
- Move Mailing list signup to the top of the page to highlight.
- Expand Neighborhood News section as Board approves.
- Keep the reference and link to ListServ for additional neighborhood information

### **3. Take actions to encourage/expand “opt in” email subscriptions**

- Add request to annual billing notices
- Use SV ListServ to encourage residents to opt in to SV HOA website
- Team up with the Market Square Association. Obtain their email list and add to the SVHOA list.

### **4. USE existing email list to send periodic updates to residents**

- “Issue newsletter updates at least quarterly or as “news” becomes available.
- John and Susana with Board approval