

## **COMMUNICATIONS REPORT FOR ANNUAL MEETING 6/22/2021**

I thought it might be helpful to provide some perspective on Communications here, especially given the number of newcomers to our community.

In 2013 the Board undertook an effort to improve overall communication at Tidewater Farm. Central to that, the Tidewater website ([www.tfhoa.com](http://www.tfhoa.com)) started in January 2014 and is now in its 8<sup>th</sup> year. It was created to provide important and accessible information about the general operation of the Tidewater Homeowners Association. It was also intended as a means of improving and providing ongoing communications between homeowners, the Board, Phoenix Management, the contractors providing our services, and various organizations involved in the neighboring conservation land.

The website includes a Resident Directory, Governing Documents, archives of Annual Meetings, Board minutes and Newsletters. The Grounds section has detailed information on our contractors and the year-round services they provide to us. Information about the Design Review Board can be found in its section.

The website is updated on an ongoing basis and Recent Updates and Upcoming Events are posted prominently on the home page.

This past year 67 newsletter communications have been sent to Tidewater residents. Usually 75% of recipients have opened these within a few hours of their being sent.

This year a list of recurring information items was created to help manage ongoing reminders of important documents and procedures for our residents.

The role of overseeing Communications for the Board, (and aided by our Phoenix Property Manager), includes creating and sending newsletter communications, updating the website, staying current with improvements created by our website provider, introducing new homeowners to the website, as well as credentialing them to use it.

The annual cost per home of this costs is about \$15.00.

INDIVIDUALS CAN:

EDIT ANY CHANGES IN THEIR PERSONAL PROFILE –  
ESPECIALLY EMAIL ADDRESS CHANGE  
PRINT MEMBER DIRECTORY

COMMENTS AND SUGGESTIONS WELCOME