

COMMUNICATIONS COMMITTEE OPERATIONAL PROCEDURES

Shelter Bay Newsletter Operational Procedures

11/2023

Purpose: This document is to clarify the day to day operations of the production and delivery of the Community Newsletter. The newsletter is to disseminate news and information of interest to the residential membership of the Shelter Bay Community. The Communications Committee will recommend a Newsletter Editor, to be approved by the Board of Directors.

Procedures:

The Newsletter Editor will perform the following functions:

- The completed newsletter will be posted to the Shelter Bay website each month and mailed to residents and renters who have requested a paper copy of the newsletter. All other community members can access the newsletter via the website and will receive notification of the availability of a new issue via an e-mail announcement. Print copies are also available in a box outside the office.
- Content in the newsletter shall include news of interest to the Community. While rules and regulations are often included, the content need not be restricted to governance, administration, and community activities or committee functions. Although space is limited in the newsletter, expressions of a member's opinion may be submitted as a signed "Letters to the Editor". If letters to the editor content are questionable, the Editor, in consultation with the Committee and the sitting Board member will assist the Editor to ensure that the material is factual and conforms to accepted editorial requirements with respect to length, tenor and clarity. A letter that is deemed derogatory, vindictive or inflammatory will not be considered for publication, but will be returned to the writer for reconsideration. No letters or articles of a political nature, encouraging and/or persuading members to vote one way or the other, will be accepted for the newsletter. Materials for the newsletter must be submitted via e-mail to the Newsletter Editor (NewsletterEditor@shelterbay.net) by noon on the 25th of each month for the following month's publication.
- The Board President, Community Manager, Executive Secretary, and Harbor Master normally submit articles for each issue. Community staff and committee chairs are also encouraged to submit items to the newsletter as appropriate.
- It is the responsibility of the Editor to edit the material for publication including length and to forward the final content to the Production Service for formatting and layout. The Production Service shall layout the content and return an electronic copy of the draft newsletter to the Editor for final proofing. With the help of Committee members, a final draft is approved, the Production Service will email the final pdf file to the Web Manager for

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assigning a website electronic “link”. A separate “calendar page” is also sent to the Web Manager for monthly inclusion in the website. Currently, the Office Administrative Assistant sends out the announcement as near as possible to the 1st of the month containing the access link. If Office staff is not available the Web Manager can also initiate the announcement to the Community.

- The production, layout design and mailing of the newsletter is contracted and managed by the Committee under the direction of the General Manager. The current production is being done by *Tillinghast Postal & Business Center* in La Conner. The invoice for this service is billed directly to the Shelter Bay Office and is not part of the Communications Budget. An updated mailing list each month will be provided from the Office for printing and mailing to the production service for mailing. Currently, an effort is being made to recover as much production costs as possible from advertising revenue.

Shelter Bay Website Operational Procedures

Updated 11/2023

Purpose: This document is to clarify the day-to-day operations of the Community website: The website primarily serves the informational needs of Shelter Bay residents and secondarily the general public’s need for information about the Shelter Bay community. The Communications Committee will recommend a Website Manager, to be approved by the Board of Directors. The Website Manager will select an assistant and backup person to be available in case the Website Manager is not available.

Procedures:

The Website Manager will perform the following functions:

- In collaboration with the Community Manager analyze and recommend updates and modifications as needed to meet the overall purpose of the website in providing Shelter Bay informational document access to Shelter Bay’s management, Community members and the general public.
- In collaboration with the Shelter Bay Records Management Officer or appointee, developed and maintain website procedures to provide both secure access (community member only) and public access to appropriate information as described in the Shelter Bay Website Data Classifications and Security Standards document.
- Following the records management rules as described in Chapter 90 of the Shelter Bay Rules and Regulations the Manager shall support the official records management program and retention schedules.
- Maintain the full-time on-line functionality and updates to all sections of the website (governance, committees, resources, etc.)

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- Provide routine updates of informational announcements (events, etc.) for Community awareness.
- Maintain current and past issue access to electronic copies of all newsletters.
- Make reports to the Communications Committee monthly on the status and operations of the website.
- Develop and recommend an annual budget for the operation of the website as a component of the Communications Committee budget.
- Coordinate and oversee the routine contracted hosting and management services of the website.

The Communications Committee will oversee all aspects of the Community website as described in the Committee's official guidelines approved by the Board of Directors, including establishing sub committees and work groups as needed to carry out the overall operations of the website.

In addition to providing access to the Shelter Bay operational rules, forms and procedures the website, along with the newsletter has the responsibility of supporting the Community membership with regional information, documents and news that is of an interest to the Community members.

Shelter Bay Entry Gate Signage Operational Procedures

Updated 11/2023

Purpose: To describe how the Communications Committee carries out its role of coordinating the entry gate signage under the direction of the Community Manager.

Procedures:

- Provide assistance to the Office staff as requested for the emergency and routine meeting announcements displayed on the Electronic Gate Sign.
- Develop and recommend a limited number of approved entry sign devices as approved by the Community Manager.
- Develop and recommend an entry event signage policy and duration to be approved by the Community manager. Currently the following policies are approved:
 - Requests for event signage comes only from Shelter Bay Committees or from official management units.
 - Signs can go up 7 days prior to an event and must come down immediately after the event is over.
 - Regularly repeating events will not be considered for gate signage but will go into the monthly newsletter and/or Clubhouse use calendar.
 - The costs, production, placement and removal of the paper-based event signage is to be borne by the requesting Committee or unit.

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- Event signage of special importance to Shelter Bay Residents from outside agencies such as local fire department or the Swinomish Tribe can be approved at the discretion of the Communications Committee Chair or designee.
 - No signage of a private or business nature will be allowed at the entry gate area.
- The Communications Committee will monitor signage as described in the Rules and Regulations Part 1 section XI, and refer any violations to the Community Manager.
- One or more Committee members will be assigned the specific tasks of managing entry gate signage activity.
- Recommended color templates and the above durations of display will be used by Committee members when requesting the Office to post and remove electronic signage of an event.

Shelter Bay Community Wide Surveys Operational Procedures

Updated 11/2023

Purpose: To assist the Board, Committees and/or the Manager in gathering information from the residents of the Community and the lessees of the Marina for decision making. Surveys when properly implemented can provide specific feedback to decision makers on the desires of how Community funds are spent and can provide an opportunity for community participation. The Communications Committee will develop and maintain the expertise and the technical tools needed to support Community-wide surveys. All surveys will require Board approval prior to implementation.

Procedures: The Communications Committee will:

- Support requests from committees, Board, and the Manager for the execution of Community surveys.
- Make recommendations for how specific surveys can achieve the goals set by those requesting a survey.
- From draft questions and introductory documents, the Committee will draft a suggested survey layout, timeline, suggested population, and a recommended instrument to be used for the survey to the requesting unit.
- After approval, provide a copy that can be used for Board approval.
- Monitor the data received from the survey, provide summary data (charts/graphs) of any and all comments from participants as well as an Executive Summary if requested to the unit requesting the survey.
- When appropriate, disseminate the survey results in the Community newsletter and/or website providing feedback to participants.
- Provide an archive of survey results within the Community website.