

OVCA Communications Committee Meeting  
Aug. 3, 2022 – 8:30-9:30 a.m.

In attendance: Committee chair and members — Elaine Ficarra, Bruce Pollock, Barbara Minoff  
Fred Rodriguez, Executive Director and Jim Rapaport, OVCA President  
Absent: Tom Fuchs

Meeting called to order at 8:34 a.m.

The chair acknowledged and thanked all Communications Committee members for their dedicated efforts over the past few months including Carolyn Charnin and Tina Vermette, both of whom stepped down from the committee as of the June and July. Both Tina and Carolyn worked diligently on two very important projects — the 50<sup>th</sup> Anniversary booklet and the Welcome Packet, respectively. Welcome to new communications committee member Barbara Minoff. Thank you, Barbara, for joining the committee. Your long-term experience at Oronoque is very helpful to us.

Discussion of the pending projects including content for OVTV was the topic for most of the meeting. Bruce Pollock has been spearheading the work to source and create content to test the capabilities of Ch. 591. However, while all residents can access the channel, there continues to be a problem with sound on the North side. A decision was reached to suspend further work sourcing content for two reasons — first, the difficulty with sound for half the residents and second, additional research is needed to ensure we are providing content that is royalty free and does not violate privacy principles. The committee did discuss other ways the channel could be utilized in order to bring additional revenue to the Village. Fred shared the rate sheet used for The Villager magazine. We will be reviewing the price structure to see if it's possible to give :15 or :30 static commercial 'cards' for advertisers as a value-add to a Villager magazine ad.

The chair gave an update on two other projects — Communications Survey and the Welcome Packet. The Communications Survey is on hold until later in the Fall for additional review. The Welcome Packet will be used with the rollout of the Access Control system. Elaine will discuss with Fred how new residents who have arrived in the interim can receive the packet.

Meeting was adjourned at 9:25 a.m.

Respectfully submitted,  
Elaine Ficarra  
CommComms Chair