

20240416 COMMUNICATIONS COMMITTEE OVCA REPORT

1. As Bob Grosso mentioned, our **thanks to Joe Mackenna** who has resigned from the Communications Committee and **our welcome to Janet Lisak**, a new member.
2. **FOCUS GROUP MEETINGS** First off I'd like to report on two Focus Group meetings held on March 18 and 19 for Realtors and for New Residents and moderated by Tom Fuchs. The purpose of the Realtors' meeting was to learn the public's perception of Oronoque Village and what information they need about our community and how best to deliver that information to them. As a result of this meeting, we are completing a preliminary brochure for prospective buyers, and we are setting up a file on the public side of oronoquevillage.com with relevant documents. The information Realtors want is already on the site, but they are not accessing it; we will try to make it easier for them and for the public as we re-vamp the public side of the website. The second meeting, for New Residents was to learn how they first heard about OV, why they bought here and what information they need about OV. The main reason they moved here was to be near family. The convenience of the location, the landscaping, and the proximity to good medical care were also cited. Once here, everyone agreed that the active lifestyle and the many clubs/associations was important but the friendliness and the welcoming they received was at the top of the list.
3. **The OVTV – Channel 591** We are awaiting some hardware before launching the updated site. Should be soon, but I know I've said that before. You will be impressed. Our new staff member Kathy Stevens has given the station a huge boost, in content and in style.
4. **NEW RESIDENTS** We are planning to hold another New Resident Orientation Meeting soon. We have approximately 70 new residents from November 2023 to April 2024. This will be an informational, business meeting to get new residents signed on the web, introduced to staff, familiar with OV and owner's responsibilities and also with all of our amenities.
5. **WEBSITE UPDATES** We are beginning a new effort on updating oronoquevillage.com's public side. I will keep you advised as we move forward. On the private side, please take notice of two new files, each accessible on the HOME PAGE's NOTES & NOTIFICATIONS. One is WELCOME NEW VILLAGERS and the other is IN MEMORIAM.
6. **THE VILLAGER PRINTING/DISTRIBUTION TESTS** First off: we are not asking OVCA for any change from our bi-monthly printing and distribution of the Villager. Repeat, no change in the Villager's production and distribution. Please find a summary of our findings on the following page

Thank you for your attention.

Mary W. von Ziegesar, Chair

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Report to OVCA regarding the Communications Committee's tests on 1/15/24 and 2/15/24 of Villager Printing and Distribution

Current Villager Stats

- 1000 copies are printed twice a month
- A digital version is posted on the private side of OronoqueVillage.com (since January 2016)
- Two copies are distributed by the Maintenance Staff into approx. 464 black boxes (928 copies)
- Issues are mailed to advertisers (one per advertiser)
- Approx. 50 Villagers are retained at the office
- The Villager size averages 28 pages including the front and rear covers

Cost/Revenue Stats

- There were approximately 18 contracted advertisers in 2023 and in 2024
- The ad revenue generated by advertisers in our fiscal year 2022 was \$41,995
- The printing and commission expenses totaled \$51,246
- The costs do not incorporate the cost of delivery or staff production time

Villagers' Responses to Surveys

- October 2021 Survey in Villager (95% accuracy)
Question: *Optimally, I would like to receive the Villager:* 41% - Once a month; 55% - Twice a month
- Sept 2023 Survey in Villager (95% accuracy)
Question: *Do you favor printing the Villager once per month during the winter?*
69% yes. 31% no. (95% accuracy)

Villagers' Response to office and to Communications Committee

The Villagers were displayed in a basket outside of the NCH office for pick-up. At the suggestion of a Dist Rep, Villagers were also provided in the SCH for pick-up. N2N was advertised as a deliverer of Villagers; less than five requests were received by N2N. At the end of January, Chrissy reported that about 173 had been picked up from the NCH. On 2/15/24 Chrissy reported: Roughly 273 Villagers had been distributed. As of last week, there were none left. Approximately five complaints were received by the office in January and approximately three in February.

In response to requests for input to the Communications Committee

13 individuals responded: 2 specified 1/mo – 9 specified 2/month – 2 didn't indicate preferences
11 clubs (of approx.. 50) including 1 Standing Com responded: 5 specified 1/mo – 6 specified twice/mo
(Note:1 Dist Rep emailed his residents' concerns and his personal preference – that represents 2 responses. Also, 1 individual responded personally and for 2 groups – that represents 3 responses)

Conclusion

At this time, the Communications Committee is not recommending or requesting any change in the status of the printing and delivery of the Villager.