

# 2015 Communication Committee Report

## 2015 Goals

The four goals by the 2015 Communication Committee were to develop additional communication tools, use these tools to provide expanded information to SV residents, engage the community in events for all ages and interests, and to expand our connection to the wider community outside of Sudden Valley.

## Communication Tools

The most visible tool released this year was a new website which is far more intuitive than the previous website. It is also available on notebooks and smart phones. We will continue to refine the functionality and populate the site as we move through the next year. Please let staff or the Communication Committee know if adjustments need to be made or if there is functionality you would like to see added.

Mid-month Eblasts have also been added. If you have given Sudden Valley staff your email address, you will receive an Eblast (email) with timely news and information. Or if there is urgent news, Sudden Valley staff will use the Eblast to keep you up to date. If you are not receiving these mailings, and you would like to, please call staff at 734-6430.

The Communication Committee is still discussing how we would use a Facebook page. Meanwhile, if there is news that we want to broadcast to the wider community, we have been placing a pointer on two Facebook pages to which many of our residents subscribe. We are working on releasing a Sudden Valley Facebook page for residents sometime next year along with a Twitter account.

The Sudden Valley Views, which is published by Lynden Tribune, is a main source of information for members. It is mailed to every member unless they have explicitly requested otherwise. Their editor attends Sudden Valley Board meetings and other events and writes reports. He also receives other articles from the Communication Committee, the YMCA, CTK Church, and the Fire Authority among others. Members may send letters to the editor for publication and op-ed pieces directly to the [svviews@lyndentribune.com](mailto:svviews@lyndentribune.com). They also publish SuddenValleyViews.com online. Inputs are made by the editor at Lynden Tribune. The Views may also be accessed online through the Sudden Valley website.

Notices of meetings are still being posted on the bulletin board outside the admin door. This is still the place specified in the bylaws where such notifications are required to be displayed.

Early in the year the Communication Committee sent out a member survey asking people about use of the gate signs for keeping residents informed of events. Respondents were asked if they thought signs at the mailboxes would be more useful. The general consensus was that they wanted informational signs but were just about evenly split between at the gates or at the mailboxes. The committee will be evaluating our options next year to provide the most timely and useful information to our residents.

A subcommittee of the Communication Committee is developing a New Member Handbook. Our intention is to post the handbook on the website and deliver it to new community members.

## Expanded Information

Through use of these new and upgraded tools, information to residents has become more frequent and timely. In 2016 we will continue to keep members informed. Members are encouraged to send articles and notices to the Views editor, to the staff, and to the Communication Committee.

## Sudden Valley Events

Along with publication of information to Sudden Valley residents, the Communication Committee facilitated the following events. Some of these were Sudden Valley events and others were organized and staffed by CTK Church, the YMCA or other Sudden Valley committees. These events could not have

been as successful as they were without the participation of our many community volunteers.

- Meet the Sheriff – Feb. 25 (SV event)
- Firefighters Appreciation Dinner – March 28 (SV event)
- Easter Egg Hunt and Hot Dog Lunch – Apr. 5 (CTK and SV event)
- Fishing Derby – Apr. 25 (SV event, volunteer)
- Spring Flea Market – May 30 (SV event)
- Fourth of July Fireworks at the Marina – Jul. 4 (SV event, EPC)
- Summer Flea Market – Jul. 25 (SV event)
- Spirit Day – Aug. 15 (SV event)
- County Candidates Town Hall – Sep. 30 (SV event)
- Town Hall and Barbecue – Oct. 4 (SV event, donations)
- Town Hall – Oct. 6
- Candidates' Forums – Oct. 11 & 13 (Communication Committee)
- Safety Fair – Oct. 17 (SV event, EPC)
- Halloween – Oct. 31 (YMCA)
- Arts and Crafts Fair – Nov. 21 (SV event)
- Breakfast with Santa – Dec. 12 (SV event)

### **Outside Sudden Valley**

An increased effort has begun to promote Sudden Valley and its amenities to those outside of our community. Sudden Valley staff and Board members have been attending a variety of county events and meetings to promote the community as well as to negotiate agreements to support our activities.

### **Conclusion**

The Communication Committee welcomes suggestions from Sudden Valley residents on ways to better engage the community and provide the information you need. Please contact us at [BODMcRoberts@suddenValley.com](mailto:BODMcRoberts@suddenValley.com).