

MONTGOMERY VILLAGE FOUNDATION, INC.

GUIDELINES FOR COMMUNICATIONS COMMITTEE

The Communications Committee is a standing committee of the Montgomery Village Foundation. Pursuant to the Montgomery Village Foundation, Inc. By-Laws, Article XII, "committee shall consist of a chairperson and two (2) or more members and shall include a member of the Board of Directors for Board contact. The committee shall be appointed by the Board of Directors at its first meeting following each annual meeting ...and members of the committee shall serve until their successors are appointed."

PURPOSE: Article XII, Section 5 of the MVF By-Laws states: "The Communications Committee shall advise the Board of Directors regarding Board responsibility to inform the Members of all activities and functions of the Foundation and on all matters pertaining to the Foundation communications program."

STANDARDS OF CONDUCT: Each committee member shall listen carefully to and respect the opinions of fellow committee members, refraining from negative or belligerent comments; participate actively in committee meetings; keep well informed of developments relevant to issues that may come before the committee; and respect and uphold the majority decisions of the committee.

MEETINGS:

1. The Communications Committee meets quarterly and oversees the MVF communications effort, including *Village News* policies, marketing, promotion, public information and online web content. Members provide input on matters of editorial content, advertising and other Village-wide communication issues. Meetings are held on Wednesday evenings at 7 p.m. at the MVF office, 10120 Apple Ridge Road.
2. All meetings are open to the public.
3. Each Committee meeting will begin with a "Residents' Time" to hear and consider suggestions from Foundation members and Village residents concerning Foundation responsibilities, facilities, and/or activities within the Committee's purview.
4. The Committee Chair is authorized to conduct meetings, and meetings will generally follow Robert's Rules of Order, applied informally and flexibly by the Chair, unless in the judgment of the Chair, a more formal application of Robert's Rules is necessary to provide clarity and order to ensure completion of the Committee's business.
5. Decisions or recommendations of the Committee are approved by a simple majority vote of members present and voting (voting by proxy is prohibited). Minutes of the meetings should include the participation, agenda items, motions/resolutions/recommendations, and Committee votes.

MEMBERSHIP QUALIFICATIONS:

1. Applicants should be Montgomery Village property owners or residents in good standing (current in assessments and no architectural violations).
2. Communications Committee members shall have a background, education or professional experience that includes: marketing, journalism, technology, website

management and/or construction, social media, communications, and print and online media.

3. Each Committee member is appointed, and may be removed, by a majority vote of the Board. Annually, the Board will confirm the membership of each Committee and appoint a Committee Chairperson.
4. MVF Board members may apply for committee membership and are entitled to the same rights of participation and voting as other committee members.
5. A Committee member who is absent from two of the regularly scheduled Committee meetings in a 12 month period, beginning April 1 of each year, may be removed from the Committee. The Board may waive the resignation for illness, emergency, or other good cause provided that the member and the Chairperson each submit a written explanation as to why the member in question should remain on the committee.

COMMITTEE CHAIR:

The Committee Chair is responsible to ensure that the committee fulfills the goals and assignments from the Board. Responsibilities include:

1. Confer with the Staff Liaison and Board Liaison to prepare the meeting agenda.
2. Conduct the meeting to ensure that all members have the opportunity to participate and that each item of business receives appropriate consideration.
3. Review the Board goals with the committee to identify areas where the committee can contribute to accomplishing these goals.
4. Provide leadership by acting as a facilitator to keep discussions on track, managing differences of opinion and ensuring that the discussion remains on topic, productive and professional.

BOARD LIAISON:

One or two MVF Board member(s) shall serve as non-voting liaison(s) to the Committee. Responsibilities include:

1. Confer with Committee Chairperson and Staff Liaison to prepare the meeting agenda.
2. Communicate the Board intent when issues are referred to the committee for action/review.
3. Communicate the committee intent when recommendations/requests are forwarded to the Board for action.
4. Act as Chairperson if the appointed Chairperson or Vice Chairperson is unavailable.
5. Provide the Board with feedback on Committee performance.

STAFF LIAISON:

The Director of Communications shall serve as Staff Liaison to the Communications Committee. Other responsibilities include:

1. Confer with the Committee Chair and Board Liaison to prepare the meeting agenda.
2. Provide technical assistance and coordinate administrative support, including preparation of supporting committee packets.
3. Ensure that each new committee member is provided with committee guidelines and orientation.

GENERAL RESPONSIBILITIES:

1. Act in an advisory capacity to the MVF Board of Directors on communication matters referred to the committee by the Board.
2. Periodically review guidelines for the *Montgomery Village News* and make recommendations to the MVF Board of Directors.
3. Study ways of making the communications function more effective in carrying out the mission and functions of the Foundation as proposed by the MVF Board of Directors or Director of Communications.
4. Make recommendations concerning policy for current and future electronic or other communication technologies for Montgomery Village.
5. Make recommendations to the MVF Board of Directors concerning marketing and branding efforts for Montgomery Village.

2014-2015 GOALS:

1. Examine and update current MVF website to better serve residents and visitors, including updates that reflect the branding initiative. Research new technologies and features for future implementation (site overhaul to be done in conjunction with potential replacement of Jenark database system).
2. Continue to oversee and implement branding strategy “flourish”. Update and revise and advise as necessary, as related to the upcoming 50th Anniversary of Montgomery Village.

Revised by MVF Board of Directors – May 18, 1983

Revised by MVF Board of Directors – June 1984

Revised by MVF Board of Directors – May 1985

Reaffirmed – May 24, 1990

Reaffirmed – May 23, 1991

Revised by MVF Board of Directors – October 27, 1994

Re-formatted per MVF Board standard – August 28, 1998

Revised and approved by MVF Board of Directors – February 23, 2012

Revised and approved by MVF Board of Directors – July 24, 2014

Revised and approved by MVF Board of Directors – December 3, 2015