



MONTGOMERY VILLAGE FOUNDATION, INC.

10120 APPLE RIDGE ROAD
MONTGOMERY VILLAGE, MARYLAND 20886-1000

(301) 948-0110 FAX (301) 990-7071 www.montgomeryvillage.com

May 2, 2018

MEMORANDUM

TO: Communications Committee

FROM: Mike Conroy, Assistant Executive Vice President

SUBJECT: Communications Committee Meeting

The next meeting of the Communications Committee will be held at **7 p.m. on Wednesday, May 9, 2018** at the MVF Office, 10210 Apple Ridge Road. You can enter the building using the front entrance, we will be in the Training Room.

Attached is an agenda and meeting packet for your review. Please let me know your attendance plans as soon as possible by calling 240-243-2331 or e-mailing mconroy@mvf.org.

MC
Enclosure



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**MVF COMMUNICATIONS COMMITTEE
Wednesday, May 9, 2018
7 p.m.
Montgomery Village Foundation
10120 Apple Ridge Road, Training Room**

AGENDA

- I. Residents Time
- II. Call to Order
- III. Approval of Minutes for Feb. 7, 2018 (Attachment 1)
- IV. Elect Committee Chair
- V. Discuss changes to Village News & website (Attachment 2)
- VI. Adjourn

MVF Communications Committee

February 7, 2018

A regular meeting of the Montgomery Village Foundation Communications Committee was held at 7:00 p.m. on Wednesday, February 7, 2018 at the Montgomery Village Foundation Administration Facility, Montgomery Village, Maryland.

Members Present

Jennifer Scherhafer
John Llewellyn
Christine Scott
Brian Price

Members Absent

Melanie O'Brien, Chairman
Glenn Gargan, MVF Board Liaison
Edna Miller
Jeannie Pizzonia

Others Present

Mike Conroy, MVF Assistant Executive Vice President
Humberto Benitez, Sales & Marketing Manager
Cynthia Bangali, Recording Secretary
2 residents

1. Residents' Time

The comments of residents are recorded separately.

2. Call Meeting to Order

Mr. Conroy, MVF Assistant Executive Vice President called the meeting to order at 7:07 p.m.

3. Approve Minutes of the November 11, 2017 Meeting

Ms. Scherhafer moved to accept the minutes of the November 11, 2017 meeting. The motion was seconded and passed.

4. Discuss Letters to the Editor Policy

Mr. Conroy provided an overview of the Letters to the Editor policy. He shared that as a matter of due diligence, the policy is reviewed every year. Mr. Conroy noted that since the last review, they had received requests from members of the community regarding misuse of

the column by a particular resident. In addition, that the resident utilized the column to air grievances about homes corporation (HOA) board issues.

Mr. Conroy reviewed the 2017 statistics. He noted that out of the 41 letters received, 21 were regarding homes corporation grievances and 15 of those letters were written by one resident. Mr. Conroy discussed the protocol to forward such letters directly to the HOA board so that they can respond directly. He also stated that the nature of the letters tended to be negative. Ms. Vermillion shared with the committee about the negative impact that the letters have had on their community. She expressed that the letters have not been based on facts but instead partial information. Ms. Vermillion also shared examples of their efforts to address this residents' concerns to no avail.

Mr. Conroy emphasized that the paper is the communication vehicle for the MVF Board of Directors to all residents. He clarified that policy changes shouldn't be made because of one person, yet he noted the importance of protection of HOA's and residents. Mr. Conroy encouraged the committee to think of the best process for residents to express a concern.

The committee discussed what constitutes as being inappropriate as well as the overarching purpose of the column. In addition, the committee explored a number of options including: leaving the policy as is; limiting the number of submissions by any one resident; publishing the letters once per quarter; tightening content to Village-wide appeal; deeming letters should be in regard to articles previously printed, not actions at a meeting; and/or instituting an advisory board to review dissatisfaction with rejected letters. After considerable discussion, there was consensus that HOA matters are best addressed at their respective board meetings instead of in a letter to the editor. Furthermore, that published letters to the editor are beneficial to all MVF residents when they focus on Village-wide issues.

Upon review of the suggested revisions to the policy, all committee members were in agreement that the changes would be of benefit to the collective community. It was noted

that the policy change would be forwarded on to the MVF Board of Directors for approval and subsequent notification of the changes would be published in the Village News.

Ms. Scherhauser motioned to recommend the amended Letter to the Editor Policy to the MVF Board for approval. The motion was seconded and passed unanimously.

5. Gather Feedback for Future of Communications

Mr. Conroy shared with the committee that they had just filmed the third edition of the “What’s Your Story?” The committee explored other potential candidates to interview. Mr. Conroy encouraged the committee to consider other areas to discuss for future meetings.

6. Adjournment of Meeting

Ms. Scott moved to adjourn the meeting at 8:34 p.m. The motion was seconded and passed unanimously.

There being no further business, the meeting was adjourned at 8:34 p.m. The reports, authorizations, and other documents presented at the meeting have been initialed for identification and attached hereto or filed in the offices of the Montgomery Village Foundation

Approved: _____
MVF Communications Committee Chairperson

_____/s/_____
Cynthia Bangali
Recording Secretary

SUPPLEMENT TO THE MINUTES OF THE MEETING

COMMUNICATIONS COMMITTEE

RESIDENTS' TIME

February 7, 2018

Residents' Time

Mr. Conroy, MVF Assistant Executive Vice President, opened the floor to residents at 7:07 pm.

Ms. Vermillion, president of the Whetstone HOA Board expressed concern over the negative impact in the community from a particular residents consistent disparagement of their board via the MVF Letters to the Editor section. Ms. Vermillion shared with the committee about the negative impact that the letters have had on their community. She expressed that the letters have not been based on facts but instead partial information. Ms. Vermillion also shared examples of their efforts to address this resident's concerns to no avail. In addition, she noted that when the resident attends board meetings, he is very disruptive. She encouraged the committee to consider updating the policy to mitigate misuse of the column.

Mr. Barnes serves on the Whetstone HOA Board. He expressed concern about residents' misuse of the Letter to the Editor section. Mr. Barnes noted that residents' behavior has had a negative impact on their community and created a lot of division. He also shared that one resident's disruptiveness at their meetings has discouraged other residents from getting involved on their board.



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May 2, 2018

MEMORANDUM

TO: Communications Committee

FROM: Mike Conroy, Assistant Executive Vice President

SUBJECT: Changes in *Village News* and MVF website

Background: For several years, the committee has discussed and made strides to increase MVF's communications efforts, especially in the digital arena. With the constant advent of new technology, we strive to stay relevant and connected to our residents in as many ways as physically, fiscally and reasonably possible.

At the 2017 MVF Board retreat, the Board discussed a reduction in print media with a simultaneous increase in digital communication. From that directive, prior committee discussions and meetings with individual homes corporation leaders, staff believes that a reduction in print to once a month for the *Village News* is appropriate at this time.

In conjunction with that, and in meeting the Board's goal of increased digital communication, changes to the website are necessary to continue to present news in a timely manner. The attached pages are a mockup of how the *Village News* will be displayed online, keeping the same core content as the print version, making it more accessible on a mobile platform and adding opportunities to capitalize on advertising revenue, which has declined in the print arena for the past few years.

Action Discuss the proposed changes and offer suggestions for other features for this section of the website.

MC
Enclosure

SUPER BANNER AD 900 X 125

Montgomery Village News

[In the News](#)[MVF Board](#)[HOA/COA](#)[School News](#)[In the Community](#)

Top Stories



Top Story 1

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Top Story 2

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Top Story 3

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Top Story 4

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In the News



News Story 1

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News Story 2

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News Story 3

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News Story 4

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MVF Board



From the EVP

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From the Board President

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MVF Board Motions

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Montgomery Village News

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- School News
- In the Community

HOA/COA News

Homes corporation and condominium association articles are provided by representatives or board members from the corporations and associations. The information and opinions provided within these articles do not necessarily reflect the views of the Montgomery Village Foundation, its Board of Directors, representatives or staff. Residents with specific questions or concerns about the information contained in these articles should contact their community manager or the author of the article.

- ▶ Center Court Condominium
- ▶ Eastgate Homes Corporation
- ▶ East Village Homes Corporation
- ▶ Horizon Run Condominium
- ▶ Maryland Place Homes Corporation
- ▶ Northgate Homes Corporation
- ▶ North Village Homes Corporation
- ▶ Patton Ridge Homes Corporation
- ▶ Stedwick Homes Corporation
- ▶ South Village Homes Corporation
- ▶ Thomas Choice Condominium
- ▶ Whetstone Homes Corporation

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School News



School News Story 1

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School News Story 2

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School News Story 3

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School News Story 4

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In the Community

Community Service



Community News Story 1

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Community News Story 2

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At Your Leisure



Leisure Story 1

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Leisure Story 2

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Milestones



Milestones 1

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Press Release Submission

The *Village News* prints information of local interest to Village residents. This includes information from the Montgomery Village Foundation Board of Directors; local homes corporation or condominium association updates; recreation and leisure activities; election announcements; community happenings; school information; resident achievements; and other general interest information in neighboring areas in the county.

The *Village News* will entertain all submissions and make every attempt to print the most valuable information to Village residents. Please refer to the Editorial Guidelines and Submission Policy and use the form below to send us your press release – we'd love to hear from you!

CONTRIBUTOR INFORMATION

Name *

Address *

Phone

Email *

PUBLICATION DATE *

Date

E.g., 12/05/2017

Type Letter Here

ATTACHMENTS

Upload a photo to be published with your submission. Contributor acknowledges he/she has permission to use photos submitted.

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Montgomery Village News

In the News

MVF Board

HOA/COA

School News

In the Community

BUSINESS PROFILE PIC 1150 X 250

My Business

1234 Main Street
Anywhere, ST 98765

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View Website



About My Business

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Business Directory

Automotive

- Car Place 1
- Car Place 2
- Car Place 3
- Car Place 4

Hardware

- Hardware 1
- Hardware 2
- Hardware 3
- Hardware 4

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Business Services

- Business Service 1
- Business Service 2
- Business Service 3
- Business Service 4

Home Services

- Home Service 1
- Home Service 2
- Home Service 3
- Home Service 4

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Dentist

- Dentist 1
- Dentist 2
- Dentist 3
- Dentist 4

Real Estate

- Real Estate 1
- Real Estate 2
- Real Estate 3
- Real Estate 4

How Do I Get My Business Listed?

Business listings are paid advertisements and are not considered endorsements by the Montgomery Village Foundation Board of Directors, staff or residents. To add your business to our listing and reach the 40,000 residents of Montgomery Village and beyond, contact our Sales & Marketing Manager at via the link below.

[Add My Business Listing](#)



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News Story

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