

HVLA “VIEWS” – Needs Changes?

The one regular, near universal communication device we have is far from what it could be, or should be. Read the Box on Page 2 (every issue): “The HVLA Views is the monthly.... (1) Notify members of “proposed” Board actions;....(3) Provide a forum for community input.” It Really only notifies members of selected Board actions not all. It absolutely DOES NOT provide any forum for community input!

How It Appears:

- THE Primary Communication Mechanism TO Most Members
- Slick, Glossy, Promotional
- Costly
- Mostly Ads (35-40%)
- No Real, Honest Member Input
- Overly Chatty, Wordy
- “Pollyanna” Articles by Staff, Directors
- Overly Repetitive Listings of Rules & Regs.
- No Circulation Numbers
- Financials Taking-Up Too Many Pages
- Emphasis on GOLF
- Only Occasional Mention of Other Aenities
- No Table of Contents
- No Articles of Boader Interest –
 - Boating, Fishing, Tennis, Hiking, Kayaking, Gardening
- No Listing of Management Staff Phones, Emails
- No Listing of Other Staff
- Rarely Anything on Committee Activities/Actions
- No “Suggestion Box”
- Only Brief Listings of Some Board Actions
- A Way to “White-Wash” Assn. Troubles

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How It Could/Should Be:

- Less Promo-Emphasis
- Less Slick, Glossy.....Less Costly

- Fewer Ads
- Real, Balanced Member Input
- Staff Articles More Factual and To-The-Point
- Articles on Member Interests –
 - Boating, Fishing, Tennis, Hiking, Kayaking, Local Wineries, HOA Trends, Gardening, Golf, our “sister” HOA’s
- Articles on Local Events/Attractions
- Put Financials and Rules/Regs. in a Separate Annual Publication.
- Circulation Numbers, Please?
- Table of Contents
- Regular Articles on ALL Amenities
- Annual Listing of ALL Staff
- Regular Listing of Management Staff Phones, Emails
- Updates on Committee Activities/Actions
- Updates on ALL Assn. Projects (not just select ones)
- A “Community Issue-of-the-Month”
- A “Suggestion Box”
- Articles on Interesting/Illustrious Residents, e.g., wine-makers, artists
- Listing Board Actions and Discussion Items
- A Member Q & A Column
- Annual Listing of all HVLA “Clubs”, with contact data
- Annual Complete Listing of Committees, Chairs, Members, Liaisons
 - With Complete Contact Info

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