



The Point Owners' Association, Inc.

Communications Group Guidelines

Enacted & Effective: October 15, 2019

1. **Purpose.** The Communications Group (“Group”) has been created by The Point Owners Association, Inc. (“POA”) Board of Directors (“Board”) and reports to the Board.
2. **Responsibilities.** The Communications Group is responsible for actively engaging and informing residents in The Point. This includes welcoming new residents through a variety of methods (including planned events) throughout the year, developing and writing monthly articles that are published in Talking Point magazine, maintaining the POA website (<https://ThePointatLKN.com>) and developing/ maintaining all other tools and processes necessary to support The Point’s POA communication needs.
3. **Organization.**
 - 1) The Group shall be made up of 6 Parts (“Part”):
 - a) Continuous Communication Touch Points:
 - i) POA Communications (Mailchimp)
 - ii) Talking Point
 - iii) POA Web Site
 - b) Resident Engagement
 - c) Resident Events
 - d) New Resident Program
 - e) Sip and Shop
 - f) POA Volunteer Cocktail Party
 - 2) With the exception of the New Resident Program (specifically the Ambassador Program which will require up to 22 volunteers), each Part of the Communications Group shall consist of 1 to 6 volunteers, all of whom shall be unpaid.
 - 3) While each Part manages their responsibilities independently from that of the other Parts, it is the obligation of each Part to properly inform and communicate with the other Parts information that impacts the Group.
 - 4) The Group shall meet quarterly (or more frequently if deemed necessary by the Group and/ or Board). Quarterly meetings shall be scheduled and lead by the Board Liaison.



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- a) Quarterly meetings shall be held the 6th Tuesday of each quarter (based on a calendar year).
 - b) The time/ location shall be voted on by group majority each year no later than January 5th (this can be performed via e-mail).
 - c) If necessary, the Group shall vote to adjust the quarterly schedule; the vote must be approved by the Board Liaison and Group majority.
 - d) Minutes may be taken at Group meetings (however, this is not a requirement). A copy of any and all Group meeting minutes shall be sent to Hawthorne Management in a timely manner for record retention.
- 5) Each Part of the Communications Group shall have an appointed "Lead." This Lead shall be elected (or re-elected) annually at the first Group quarterly meeting.
- a) The Lead shall be responsible for organizing, scheduling and leading all meetings required to effectively achieve the Goals and Objectives for their respective Part.
 - b) Leads shall keep open and on-going communication with the Board Liaison in efforts to keep the Board apprised of new and on-going activities and/or events that impact the POA community. This includes, but is not limited to, monthly updates due no later than the 2nd Tuesday of every month; updates can be via an in-person meeting or e-mail.
 - c) Any and all communications, notifications, activities and/ or events presented or organized for member(s) of the POA community on behalf of the POA Board (or Communications Group), must be reviewed and approved by the Board via the Board Liaison.
 - d) It is requested Leads provide 2 weeks (written or verbal) notice if they wish to step down in efforts to find a replacement nominee.

4. **Relationship to The Board.**

- a. A Board member shall be appointed annually to serve as the liaison between the Group and the Board. The Board liaison is responsible for keeping the Board apprised of significant Group (and Group Part) activities.
- b. All contracts to be managed by the Group (or Parts) shall be consistent with the contracts/signature authority policies and SOPs set forth in the POA's Governance Manual.