

Minutes of the
Communications and Public Relations Committee
Of the Village of Volente
Thursday, February 20, 2014
6:00 pm

1. Call to Order of the Communications/PR Committee

Ken Beck called the meeting to order at 7:00 pm with Judy Barrick and Linda Attwood present, Nancy Carufel attending

2. Discussion on Items from the 2014 work plan as follows

a. Conduction an updated survey of all residents of the Village

- i. Most of the meeting was spent going through the old survey from 11 years ago and updating/removing/adding items
- ii. Demographics section – responsibility of **Ken**. Decision made to invite every PERSON to complete a survey. We will ask the village office as to how easily we can get list of registered voters and property owners. We will add question on use of computer and best way to reach out and communicate. We will remove questions as to where people live as well as satisfaction with overall quality of life.
- iii. Desires Section – responsibility of **Judy**. Remove one or two items and reword others and we will not include the write in questions.
- iv. Goals section – responsibility of **Linda**. Significant editing and removal of many line items that no longer are pertinent as ordinances currently direct these. Add question on rainwater harvesting and storage.
- v. Growth Management Section – remove as our ordinances do all of this today.
- vi. Infrastructure and Amenities – responsibility of **Judy**. Will reword and reorder most of the existing questions and will add questions as to desire for light retail options.
- vii. Quality of Life – responsibility of **Ken**. Will simplify this section removing questions about items already covered in ordinances, and will reword remaining four or five questions.
- viii. Spending of Tax Dollars – responsibility of **Linda**. Will simplify the list and reword each question asked. Will keep this in the Agree an Disagree coding as previous survey was far too confusing.
- ix. Types of Commercial and Residential Development – responsibility of **Judy**. This section might be combined with Infrastructure and Amenities section. We will be asking about things that don't currently exist.

- x. The final sections of the original survey will not be used. All questions will be answered using an Agree or Disagree option. Each responsible person will bring a draft of the questions in their section to the next meeting.
 - b. **"Branding" of Volente – what do we want Volente to be known as and for.** Committee members are asked to read the article provided from TML. Early thoughts were suggested – that it should involve Lake Travis, it should involve "lakeside". Would be great if we had some central feature to the village that we could rally around.
 - c. **The most effective communication vehicles to reach our residents.** We intend to pursue an electronic delivery of the survey as well as printed versions to either be mailed or advertised to be picked up at the Village office. NextDoor Volente can help us publicize, MindMix may be a vehicle to use to conduct the survey.
3. **Set date for next meeting.** Agreed to meet again on March 20th, at 6:00 pm at the Village Hall.
 4. **Adjourn at 7:45 pm**

Ken Beck, Secretary

