

## **Communications Committee Report**

Mark Thommen and I have been researching tools to use for more instantaneous communication to our members. There is a free email program, which will send professional emails, formatted however we need them to be, whenever we need to send any communication. The service is called "Mail Chimp." We successfully cleaned up and loaded the current database of members. We also successfully emailed a test to a small group. With this application, we can monitor who opens the emails, when they opened them and even how many times the emails were opened. This will allow us to verify our communications are open. It is very simple to use and very simple to monitor. You can even send emails to the group (or any number of people within the group) from a cell phone app. We currently have 168 email addresses within our database. This database includes no renters and is incomplete at best. In order for us to utilize this service effectively, the database needs to be addressed.

Some uses for the email would include monthly invoicing, consistent communication from the Moorage Office, the president and the board. There is an "Opt out" link within each email so that those who wish to not receive emails will not. It alerts us and their email address is flagged to not be used in future communications.

Mark and I have also identified several text messaging services, which we will use to communicate emergency situations to individuals or groups. The problem we have is that the database that we have does not include any cell phone numbers. We cannot send emergency sms or mms texts without cell phone numbers. Once we have those, we will conduct limited tests to verify that it will work. We can merge the databases to utilize the same information, so as not to need to enter it twice.

Uses of this type of service could be for emergency situations, such as the high water making a dangerous situation for certain ramps, high wind warnings to remind people to tie down loose items, or anything else that should be communicated quickly and efficiently.

We are all set to go, as soon as our data is received. I will import it all and make it ready to use. Mark and I will conduct training for the email service first, then the text service.

Maintenance of the system will be nearly none, other than imprinting the documents and sending. The database will be adjusted as needed.

Thanks,

Bob Hines

Submitted by Email on 4/13/2017