

"Trying something new to help you!"

In response to requests from home owners we would like to implement some new, improved and more effective communications processes with the introduction of a new PIPOA web site design, a regular newsletter and a step out program to reach owners on important issues or information items of relevance and importance.

We would like to explore ways of increasing Pine Island home owner awareness, understanding and participation for significant events that require important community decisions as well as changes that impact our community and providing timely information such as recent break-ins, new web site features, flood zone designation changes which may potentially reduce annual flood insurance costs, new Corolla cycle path and future phases, new newsletter design and contributions, future racquet & fitness club operating models, beach and dune program plans and funding etc.

Given the 'mostly absent' home owner profile dynamics of our Pine Island community we would like try a different approach by establishing some 'neighborhood champions' to assist with our communications program and add a personal touch. Each 'neighborhood champion' will be a communications focal point/conduit for approximately 15 'contiguous and close by' Pine Island homes.

The 'neighborhood champion' will be a voluntary role that will

- Serve as a natural extension of the PIPOA communications committee
- Be a focal point for enhanced two-way communications and add a personal touch where appropriate for a group of ~15 properties in their Pine Island street/neighborhood
- Provide a networking opportunity for common issues in their Pine Island area i.e. provide local input on specific topics, share local information specific to their PI neighborhood, consider offering to check on each other's properties when one member of your new network is down at Pine Island etc.
- Encourage folks to participate in surveys, town hall meetings, annual meeting etc. by being more informed by increased understanding of key topics and through a personal connection
- Be neutral on the issues when contacting neighbors, share facts, share information and discuss perspectives
- Be cognizant of data privacy concerns by avoiding broad sharing of email address etc.
- Use the Communications Chair as a focal point for receiving and sending information to enable the neighborhood champion role to be successful

To roll out the 'neighborhood champion' concept we will

- June 6-10 : Proposed mapping of PI homes to be sent to each neighborhood champion along with role statement
- June 13 or 20: Communications committee to host an evening kick-off audio conference with all neighborhood champions
- June 20-24 : Seaside Management will send one note to each group of ~15 home owners sharing page 1 of the document which describes the proposed neighborhood champion model, shares the contact email address of their designated neighborhood champion and asks the home owners to send their own contact email to their designated neighborhood champion if they would like to be part of the new neighborhood network
- June 20-July 8 : Each neighborhood champion connects will all those that have elected to be part of their network
- July 7 : Seaside Management send out a new communications survey to all home owners. The new neighborhood champions should consider follow up with their neighborhood network to ensure understanding and encourage survey responses/engagement
- End 3Q and End 4Q : Communications committee chair collects 'participation statistics and feedback and improvement suggestions' from neighborhood champions
- 1H2017 : Communications committee chair to evaluate success of the neighborhood champion operational model and propose to the Board if it should continue or be retired if it is not effective