

Lake Arrowhead Communications Coordination Team Meeting
Submitted by Summitt Boone, Secretary

In January, a team of 11 individuals, including Lake Arrowhead residents and HMS employees, met to gather ideas on how we might improve communications for all of Lake Arrowhead. Annette Schimmelman volunteered to act as the Communications Manager and information gate keeper for Lake Arrowhead events coordination. Kelli Banister offered to be the gate keeper for HMS and management scheduled events.

It was suggested a single unified calendar of events on a new website would be easiest to coordinate between all parties. This might help reduce conflicting events. This website would not replace any existing websites, but rather would consolidate info from them, plus add events from other sources. Details for each event might be provided by a link to the originating website or by a popup showing contacts and other event details.

Many residents prefer a hardcopy events calendar. Because publishing cutoff deadlines vary widely, the same consolidated calendar might be sent via the monthly "Around The Lake" newsletter in our statements. This would replace the current Arrowhead News calendar. This valuable vacated space might be used to inform old and new residents alike of all Lake Arrowhead organizations and something about them.

Other communications tools discussed will be evaluated as to effectiveness and cost. It was suggested that a property owners' survey might assist in learning more about avenues of communications to reach as many residents as possible. For instance, a single consolidated database could be a possible resource, for those who wish participate in a consolidated Lake Arrowhead on-line directory.

Finally, of great importance is communications in an emergency situation. Advanced planning to deal with such events can benefit by having good communications resources available. This is being addressed by management.