

# INFORMATION



**June 21, 2017**

**Purpose: Next Door/Social Media Activity/Video Stats for May 21, 2017 – June. 21, 2017**

**Background:** Board has requested a summary of comments and activity across all Tahoe Donner social media platforms and on NextDoor.com as an additional way to stay abreast of emerging issues among membership.

**NextDoor:**

- June 20: Dog Poop on Trails
  - Why is it okay to leave horse poop on the Trails vs dog poop. 8 comments.
  - Suggestion to comment to GM and Board of directors. Also throw-away dog bags.
- June 19: Tree Tagged for Removal – Anyone Successfully Contested the HOA Forester? 11 comments.
  - Many positive comments about TD Forester Bill Houdyschell with recommendations to schedule a meeting with him to walk the owner's lot.
- June 18: Candidate Being Denied Right to be Represented at Candidate's Nights. 8 comments.
  - Most in favor of letting the candidates surrogate read his opening statement, which was allowed.
- June 15 "Circus Tent": Posted about the events tent at the Lodge and how it blocked his view of the golf course. Thought that it should go, but thought an idea of a permanent facility there would be the best bet.
  - Some comments called for a thorough analysis of the tent's costs and revenues.
  - One post called for ACAC to be used for events instead of the Lodge. This had quite a few posts in support.
- June 15: Using ND as a source for committees. 3 comments.
  - Do board folks and committee chairmen use any of these communications to recruit folks that contribute?
  - One comment that you can simply go to the committee meetings if you are interested.
- June 15: Vote, Vote, Just Vote – 7 comments
  - A post to encourage others to vote before the deadline.
  - Some comments re: how Nextdoor has been used as a platform to try and persuade others how to vote.
- Post June 14: Community Service Officer "Traffic Enforcement Zones": Post letting the community know that the police are out at certain locations in communities enforcing speed limits.

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- Positive feedback from most comments. Some people gave suggestions about other streets they should be patrolling.
- June 12: “Online retailer that will ship ONLY via UPS”: Poster wanted to know what fulltime homeowners do to receive packages here.
  - There is not much in this post until the end where a few members bring up the cluster boxes in TD and the meetings that were held last summer about updating them.
  - One member wanted the TD to contact the Postmaster to see if there could be house to house deliver of the mail instead of cluster boxes. Another was in favor of new/updated cluster boxes.
- June 10: “Green waste bags!”: Poster upset that neighbors are leaving out all their full waste bags on the side of the road even though only 4 get picked up each week. Wants people to only put out what will be taken.
  - Comments posted TD policy and Keep Truckee Green policies.
- June 10: Underground Utilities – 18 comments
  - A post directed at the 2017 candidates asking why TD has never installed underground utilities
  - A fair number of comments on the expense for this project and to the homeowners of TD.
  - Referencing 2006 studies also stating the HOA board has little to do with as it would fall under Truckee Tahoe PUD.
- June 6: Event Tent Replica on Display June 27-29 – 14 comments
  - Tahoe Donners post inviting members to view a tent replica in late June.
  - Questions regarding cost of assembling and disassembling as well as other ideas and options mentioned such as using ACAC etc.
- May 30: “Amenity use”: Thinks that the use fees and assessment are great for full time home owners but not for part time. Wants to know if it is time for a change.
  - In the comments people debate whether it is fair if you have 1 pass per property or multiple. They go on about how many times they use the amenities and what they use them for.
  - Someone brought up that TD gives guest passes to realtors to use and handout to clients.
  - Comments go into an on-the-hill vs. off-the-hill debate.
- May 30: “Election”: Posted about the upcoming election and stated that Courtney Murrell would double the annual assesment if elected. There are many sub-threads in this post that range from the elections, management and civil discourse. 103 comments total.
  - The initial responses were to come to the defense of Courtney and denounce the claims of the poster as they were not facts. There are an equal amount of comments that are in line with the original post.

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- The comments then went to the boat ramp potentially being closed a few years ago and how the board and management tried to close it without member input.
- One member posted an apology for another post he made in this thread, that had been deleted.
- Many of the community took offense to Courtney Murrell sending out mailers to vote for her for the election. Some wanted to know how she got their addresses, some of those being off the hill.
- Candidates Jeff Connors, Jennifer Jennings and Courtney Murrell posted in this thread; Jeff and Jennifer with stats about salary and management. Courtney to defend herself from the initial post and further comments and to explain how her lists were obtained.
- There is a thread about TD building a “wilderness lodge” in Crabtree canyon or purchasing the Frog Lakes Lodge (which was clarified by Courtney that it is not on the GPC list, and B.J. Levine as being a Land Trust issue)
- May 28: “Drone”: Post letting the public know that someone was flying a drone above his backyard to spy on his daughter.
  - One comment brought up TD’s drone policy.
- May 25: “Board Election Signs”: Wondering if the election signs are needed and would rather vote for someone not putting them up.
  - Some are for the signs, others are against them. One post brought up the legality of the signs in accordance with TD and elections. Others say it underscores the importance of this election.
- May 25: “A Candidates Perspective”: Mark Peshoff states what he will do if elected to the board.
  - One comment stating that they will vote for whomever will figure out someplace else to locate the circus tent.
- May 19: “Where is the new C&Rs draft?”: Posts states the new website may look modern but is terrible to navigate. Wants to know where the new C&Rs draft on the site is.
  - One comment letting them know where it is on the site. Another linking this to the election.
- May 19: “The circus tent”: Post letting people know that board is seeking feedback on buying a new tent, instead of not buying one at all. Wants to know the cost to take down after each event and see if we can add that on to the event price or have homeowners pay an extra \$10 a year to cover the costs.
  - Some for the tent, others against it.
  - One post brought up the board meeting where replacement was discussed and how (the poster) “vehemently” disagreed with management’s proposal to replace the tent. Wants the facts behind the tents “financial dynamics” and alternative locations.

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## Facebook, Instagram, Twitter:

- No negative messages on the above social media channels.

## Monitoring and Responding:

On a daily basis, we search Tahoe Donner hash-tags and keywords across all social media handles, in addition to monitoring Google Alerts and Nextdoor.com discussion threads. The marketing team responds as appropriate across the following channels:

- Tahoe Donner website via featured blog posts and home page sliders
- E-Blasts as regularly scheduled and special circumstances like storm-related alerts
- In Nextdoor.com including links to helpful resources and more information
- Twitter, Facebook, Yelp as necessary
  - Direct messages to user accounts as warranted

We will report out accordingly if any emerging issues or discussion ensues.

## Board Meeting Video Stats:

Board Meeting Video Recording Stats								
Board Meeting Date	Record Date	Unique Pageviews/Viewers	Avg. Time on Page	Entrances	Bounce Rates	Exit Rate	Total Plays	Plays to Finish
May 20, 2107 Vimeo	20-May	47	4:51	15	80%	44.07%	46	5
April 22, 2017 Vimeo	22-Apr	NA	NA	NA	NA	NA	5	5
March 25, 2017 Vimeo	25-Mar	5	7:19	2	50%	40%	29	1
February 25, 2017 Vimeo	Feb. 25	32	6:00	22	78%	38.12%	15	3
Feb 16, 2017 Vimeo	Feb. 16	11	2:59	0	0%	14.29%	12	1
Truckee Fire Protection	Jan. 28	113	2:36	81	83%	64.06%	64	7
January 28, 2017 Vimeo	Jan. 28	19	1:43	3	0%	22.22%	30	1
January 28, 2017 Skype	Jan. 28	NA	NA	NA	NA	NA	17	NA
12/17/2016 Skype	Dec. 17	NA	NA	NA	NA	NA	51	NA
November 12, 2016	Nov 12	194	3:57	100	76%	61.65%	1	0
October 7, 2016	Oct 7	49	4:06	10	70%	55.93%	24	5
September 28, 2016	Sep 28	24	3:50	2	100%	57.69%	21	5
September 3, 2016	Sep 3	101	2:07	29	79.31%	64.17%	17	1
July 23, 2016 Part I & 2	July 23	128	1:58	18	50%	38.31%	5	0
June 26, 2016	June 26	174	2:31	90	83.33%	58.25%	4	0

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<b>Term Key:</b>									
Unique Pageviews:	The number of sessions during which the specified page was viewed at least once. A unique pageview is counted for each <i>page URL + page Title</i> combination.								
Av. Time on Page:	The average amount of time users spent viewing a specified page or screen, or set of pages or screens.								
Entrances:	The number of times visitors entered your site through a specified page or set of pages.								
Bounce Rate:	The percentage of single-page visits (i.e. visits in which the person left your site from the entrance page without interacting with the page).								
Exit Rate:	Is the (number of exits) / (number of pageviews) for the page or set of pages. It indicates how often users exit from that page or set of pages when they view the page(s).								

**Prepared By: Gretchen Sproehnle, Marketing Communications Manager**  
**Presented By: Derek Moore, Interactive Media Coordinator**

**Next Board Meeting Date: June 23, 2017**