

# GM UPDATE: TAHOE DONNER GOVERNANCE COMMUNICATION PLAN UPDATE

July 23, 2021

# FIVE-YEAR STRATEGIC PLAN

Initiative 6: Create an informed, involved and livable community

GOAL 6.2: ENHANCE MEMBER SATISFACTION THROUGH TIMELY AND EFFECTIVE COMMUNICATION, OUTREACH AND ENGAGEMENT

## OBJECTIVES

a) A comprehensive communication plan that ensures timely and relevant communication to members and visitors that meets legal requirements and fosters understanding, appreciation and utilization of Tahoe Donner is developed and implemented.

# 2021 WORKPLAN – STRATEGIC INITIATIVE #6

GOAL: Enhance Tahoe Donner communications to increase transparency of the budget process and board initiatives, seek feedback to drive key decision making, keep the membership informed about Tahoe Donner offerings, community/safety information and more.

DELIVERABLE: Tahoe Donner Communication Plan

# WHY, HOW AND WHAT

- Our homeowners have come to **expect a high level of quality** from their engagements with the association
- Staff are **Partnering with The Abbi Agency**, a Nevada-based agency with extensive experience in public outreach, research and communication planning
- Creation of a communication plan that is **responsive to the needs and preferences of our members**—as indicated through research.



# COMMUNICATION PLAN PROCESS



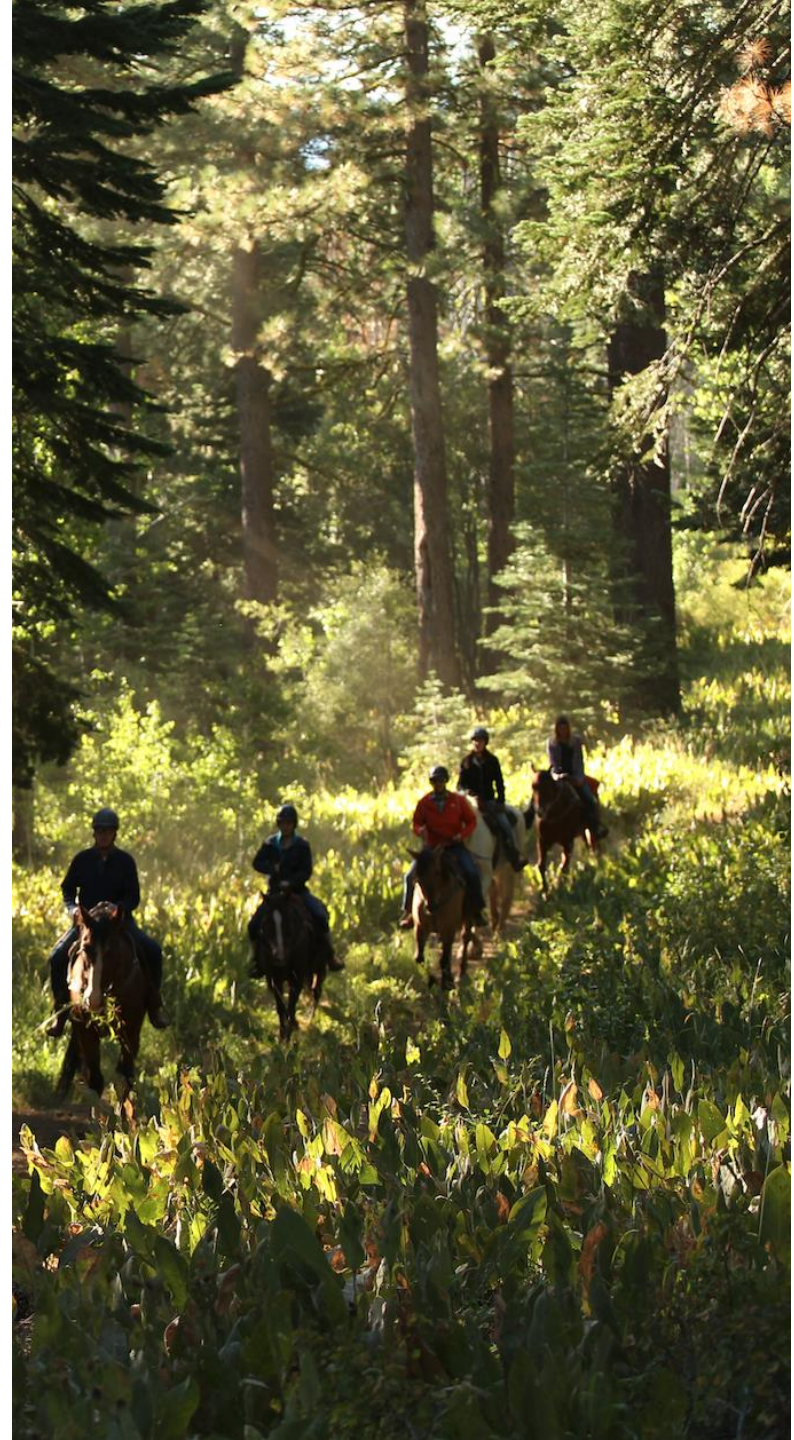
# FOCUS OF THE PLAN

- **Association governance**, not promotion/sales
- Examples: member advisory information, fee increases, board meeting communication protocol, budget matters and other official business not related to promotion or sales)
- Additional topics to be determined from the research
- Seeking to better **understand what information Tahoe Donner homeowners are most interested in receiving**, and how they would like to receive it.

# THE COMPREHENSIVE PLAN WILL PROVIDE

- Strategic purpose
- Overview of audiences
- Key outreach channels
- Overarching brand messages and micro-messages
- Communications standards
- Codified procedures

The document will serve as long-term reference material for new and long-standing communications practitioners at Tahoe Donner alike, providing them with a legible guide to navigating common communications challenges and opportunities.



**THANK YOU**