

2014 Newsletter Recap + some ideas

Rough calendar of the way it happened:

11-7-2013 Board meeting, start process, request ideas and articles

1. Editor-in-Chief – Charlotte
2. Production – Larry
3. Article Proofing – Dave
4. Contributors
 - a. President's Letter – Diane
 - b. Foothills Principal Letter – Diane
 - c. Field of Dreams – Diane
 - d. Adopt a Family – Diane
 - e. Internet Communications – Dave M
 - f. Coupons/Comments - Larry

12-1-2013 – 1-01-2014 – Larry compares each residence in GMCA database to county records updating GMCA records as needed

12-5-2013 – Board Meeting Review

1-2-2014 – Board Meeting Review, all articles due in a week

1-9-2014 – Larry purchased 1,500 stamps and 1,500 envelopes.

1-9-2014 – Charlotte edits, positions and prepares Publisher (software) version of Newsletter

Drafts to Larry, Sherri, Diane and Dave for final read/edit

1-20-2014 – Larry prepared

1. 1,106 envelopes sorted by payment group then name
 - a. Paid members
 - b. Past pay members. Have paid in the past
 - c. Never paid members. Members who have never paid
 - d. Rental members. Members who are renters
 - e. New owners. New owners who have owned less than 400 days
2. 1,106 coupons printed by payment group then name. 3 per page
 - a. Printed never paid on green paper
 - b. Printed all others on Yellow paper
3. 105 rental owners letters and envelopes
 - a. Rental owner letter printed on GMCA letterhead

1-22-2014 – Larry checks Publisher file from Charlotte and sends to printer. Printer uses Publisher file.

City Image Printing
1399 Carr Street Lakewood
303.969.8477
ddurkin@cityimageprint.com
Cost for 1,300 3 page newsletters tri folded \$367.65

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1-25-2014 – Larry and Dave stuffed envelopes with proper coupon

2-1-2014 – Stuffing Party -

1. Larry
2. Diane
3. Allison
4. William
5. Olivia
6. Lee
7. Carl
8. Dave M
9. Barbara M

2-1-2014 Larry begins dropping off sections of the 1,100 to the post office

Newsletter cost

a.	\$554.30	1,205 stamps @ .46
b.	\$367.65	Printing
c.	\$ 34.68	Envelopes
d.		Colored paper in stock
e.		Letterhead in stock
f.	\$956.63	Total

Ideas for 2015

1. Maybe have the Newsletter in Departments
 - a. Presidents Letter – maybe half page since events and activities will be covered in their own topic
 - b. Events – maybe list each event as a topic with the upcoming date and notes about each event, last year and plan for coming year
 - c. Activities – name activity and notes about last year and coming year
 - d. Communications, web, etc.
 - e. Schools (maybe a note from the class president rather than the principal [if we could figure out some things that would get kids involved in GMCA, the parents would come along])
 - i. Foothills Elementary authored by school but perhaps half a page
 - ii. Dunston – same
 - iii. Green Mountain High – there's a bunch of news there
 - f. Green Mountainside or GMCA History article

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2. Big deal stuff
 - a. Field of Dreams (are pictures possible, even in black and white or maybe we can control costs by having the insert page in color??)
 - b. Neighborhood Garden Grant (we hope in 2014)
 - c. An interview with the mayor or some prominent councilman (hmmm)

3. Interesting stuff
 - a. Rotary
 - b. Notable Neighbors
 - c. Top 5 sir names on Green Mountain (Larry knows this stuff)

4. Ideas on size and content volume
 - a. Go to a total of 4 pages of content, that is just the 4-page folded
 - b. Add a return envelope to all have paid's, new neighbors, maybe everyone
 - i. Costs about \$60 but is a net money maker
 - ii. Need to drop content insert to stay within one ounce