



BARKER · MARTIN

Board Communication in the Digital Age

Presented by:

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Overview

- Look back pre-Internet and email
- Self v. professionally managed associations
- Review current laws
- Identify issues and pitfalls
- Game plan for effective use of computers / digital tools
- Questions - Discussion



Life Pre-Internet / Email

- Board member-to-member communication
- Board to association communication
- Management communication



Self v. Professionally Managed

- Difference? How? Why?
- Formal communication protocols established
- Informal communications long established
- Chain-of-command & decision making



Pertinent Laws

- Notice & Voting
 - - Washington Condominium Act
 - - Washington HOA Act
 - - Washington Non-Profit Corporations Act



Issues and Pitfalls

- Administrivia among board members
- Legitimate communication between board members
- Owner complaints/communication
- Management communication



Effective Game Plan - Protocols

- Budget
- Foresight and planning
- Set reasonable expectations & boundaries
- Develop written management policy:
 - - Decision making tree
 - - Define designations, roles, responsibilities & duties
 - - Develop a consistent meeting schedule
 - - Complaint and compliance policy—differs from collections / enforcement rules



Effective Game Plan - Protocols

- Create community website
- Social networking?
- Association blog?
- Association email accounts
 - - secretary.gardenpoint@gmail.com
 - - willowsquarepres@yahoo.com
- Establish communications policy



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