

LMOA POLICY MANUAL

CHAPTER TWELVE - Section 12.01

PUBLIC RELATIONS

Date:	July 18, 1986
Amended:	Mar. 20, 1986
Amended:	Sept. 21, 1989
Amended:	March 31, 1991
Amended:	Nov. 20, 1997

Subject: Public Relations - Duties of the Vice President

Contact: Vice President and General Manager

I. POLICY

It is the policy of the LMOA Board of Directors to provide information concerning Lake Monticello to its property owners, residents, and the public at large. Such communication shall be accomplished by the periodic preparation and distribution of information about Lake Monticello and the organization of LMOA.

II. RESPONSIBILITIES

The Vice President of LMOA shall be responsible for coordinating the Public Relations activities of LMOA. He/she will work with the General Manager to insure that information is conveyed to the membership and to the community in an appropriate and timely fashion.

The Vice President, with the approval of the Board, shall appoint one or more Assistant Secretaries for Public Relations to assist with this responsibility. Such assistant secretaries may be LMOA members, associate members or staff and will be appointed for a term of three years. These assistant secretaries may be reappointed and may serve two consecutive three year terms.

Specific responsibilities include but are not limited to the following:

- A. Publish for the membership not less than three times a year a written report that includes but is not limited to any issues which impact the Association and its financial status. A financial statement which includes but is not limited to 1) a report of change in financial position, 2) revenues and expenditures, 3) projected end of year revenues and expenditures, 4) fixed assets and earnings and 5) status of dues and liens.

Such a report may also include material informing property owners about the Association, its structure, role and objectives, and of developments and activities of the Association.

- B. Arrange publicity for events and projects sponsored by LMOA.
- C. Make recommendations to the Board of Directors regarding resources necessary to carry out public relations activities.

- D. Recruit volunteers to assist with Lake Monticello Owners' Association publications and advertising.
- E. Review and update Lake Monticello Member's Handbook as necessary.
- F. Develop a plan to establish and cultivate good relationships with members of the media, county and state government, and organizations associated with Lake Monticello.
- G. When the public media seeks information from the Lake Monticello community related to official policy matters of the Association, all such contacts received by LMOA employees and LMOA committee members shall be referred to the President, Vice President or General Manager, or persons specifically designated by them, for response. While this policy is in no way intended to restrict anyone's rights as an individual, its purpose is to avoid having staff and committee members speaking to the media in their official LMOA capacity. Violation of this policy could result in removal of such persons from their duties by the General Manager or by the Board of Directors. This policy in no way is intended to restrict employees and committee members from addressing the media on program issues, such as police reports, sporting and recreation events, and social activities.

Cross References:

By-laws Section 13.04

Policy Manual Sections 15.08, 15.09 and 15.10

NOTE: The March 13, 1991 amendment replaces Section 17.07 Public Relations Committee Charter and Section 12.01 Public Relations Program: Promotional Activities.