

## **Lake Forest Communications Committee Publicity Options**

Currently, there are five media available for publicity implemented by the Board's Communications Committee and/or Guardian Management:

- Cygnet—Monthly e-newsletter published by the Board to report Lake Forest news.
- Website—Association information, news, and photos collected to inform residents and promote the Community.
- Gate Signs—Brief messages placed at all 5 exit gates.
- Blast Emails—Infrequent, community-wide, emails used by the Board and Guardian Management to communicate 'emergency' or critical information to all residents.
- US Mail—Cygnet and Blast Emails printed and sent via US Mail by Guardian Management to Lake Forest residents who do not have published e-mail addresses.

## **Social Committee Events**

These events are organized and produced by members of the Social Committee, sanctioned by the Lake Forest Board of Directors, as described in Article VIII, Section 8.1 (b) of the Bylaws.

Currently, the Committee oversees:

- An annual dinner with entertainment staged in the spring and usually held at the Lake Forest Pool Pavilion.
- One-of-a-kind events approved by the Board and staged for the pleasure of all residents.
- Also recognized as a function of the Social Committee, but with its own Coordinator, is the biannual Wine Tasting.  
NOTE to BOARD: Designating the Wine Tasting as an event under the Social Committee, rather than as a Lake Forest Club event, will qualify the Wine Tasting to continue to receive all the media publicity it has enjoyed for the past several years.
- **Social Committee Events Publicity:** Events overseen by the Social Committee are entitled to financial support of the Association, as stated in the Bylaws, and entitled to use all available publicity options that are implemented by the Board's Communications Committee.

## **Lake Forest Club Events**

Lake Forest Clubs, organized and coordinated by Lake Forest residents to address special interests, function with informal knowledge of the Board but are not authorized or managed by the Board. The following are guidelines for Club organization:

- Lake Forest Clubs function independently of the Lake Forest Community Association.
- They organize their own administrators, meetings, activities, expenses, etc.
- Each Club assembles and maintains its unique membership list for communication purposes.
- **Club Event Publicity:** If requested in advance, Club meeting information may be publicized in the event calendar section of the Cygnet and the Website. Club publicity is not a function of the Association's Communications Committee.

## **Private Neighborhood Events**

Events sponsored privately by one or more Lake Forest residents may request publicity in the event calendar section of the Cygnet and the Website. Such events, however, must meet minimum criteria and be approved by the Board Liaison to the Communications Committee:

- The Event must be open to all residents, or all of a group of residents (i.e. all men, all women, all children).
- There can be no solicitation of financial donations from the attendees, required or optional.
- The Event cannot be in support of a political party, candidate or issue.
- The Event may be required to meet additional, relevant criteria, contingent on the Event.
- **Private Event Publicity:** Private Events that have met criteria and received approval by the Board Liaison to the Communications Committee may be publicized in the event calendar section of the Cygnet and on the Website.