

VHA Executive Board (EB)
Laurel Manor – April 12, 2023
(Note: March 2023 EB meeting was cancelled.)

Executive Board - Present: Karl Arps, Michael Dollard, Dave Fountaine, Peter Russell, Joan Sullivan

Executive Board - Absent: Tweet Coleman

Invitees - Present: Jim DeCastro, Carol Duggan, Beth Musser, Jan Palmer, Doug Smiley

Invitees – Absent: Kathy Porter

Call to order: President Peter Russell called the meeting to order at 12:00 PM.

Discussion Topic

VHA Website: Peter thanked Doug Smiley – Tangent Media for attending to help explain and discuss updates for the VHA website. Driving traffic to the website needs to increase for more people to be aware of the VHA and its programs.

Doug explained the website analytic of “hits” does not equal number of different people going to the website. One person going to the website five (5) times equals five (5) “hits.”

The Home Page Update was reviewed with these items discussed:

Some Best Practices

- Optimize for Mobile
- Make Navigation intuitive (top or side navigation bar, keep drop down to one level, short, simple wording.)
- Minimize page load time
- Implement strong security – It is noted the website has strong security in place.
- Include other communication outlets (Facebook page link, subscription bar for newsletter.)
- Use impactful photos – Beth emphasized that VHA leaders need to send photos from programs and events.
- Keep it minimal
- Feature the Membership and Donation button
- Include engagement opportunities.

Doug observed website traffic increases substantially after eBlasts report that Voice articles are on the website.

Discussion included adding a monthly newsletter to the website. Dave and Doug will work on a draft of a template to be ready by June 15th. Rationale for this monthly newsletter:

- Critical to increase traffic to website, which will help grow membership and brand awareness.
- Provide information to members who do not receive the Daily Sun newspaper.
- Potential to increase revenue through website advertising and increase online donations.

Suggestion was made to record programs for posting on the website for a limited time available as “Members-only.” Reason for limited time because content of a program may change causing a video to be inaccurate.

Announcement:

Assistant VP South Gary Frigiola has resigned due to increased responsibilities. Gary is Chair of CDD 13 Board of Supervisors along with many other commitments. Gary will continue as a member of the VHA Foundation. The new Assistant VP South is Mike Williamson and will be available to attend future meetings.

Meeting adjourned 12:55 PM

Respectfully submitted,

Joan Sullivan