

**HARPER'S CHOICE COMMUNITY ASSOCIATION
STRATEGIC PLANNING FOLLOW-UP MEETING MINUTES
JANUARY 21, 2020
APPROVED FEBRUARY 4, 2020**

The Board of Directors of the Harper's Choice Community Association conducted a strategic planning follow-up meeting on Tuesday, January 21, 2020, at Longfellow Neighborhood Center, Columbia, Maryland. Rebecca Beall, Joel Hurewitz, Lauren Avant, Ralph Paez, Alan Klein, and Steve Ingley were in attendance.

Ms. Beall called the meeting to order at 7:07 pm.

The Board addressed Number 5 of the Goals, Priorities, and Benchmarks of the Strategic Planning Report. Specifically, "To focus and refine outreach and communication efforts.

Prior to this meeting, the board was surveyed regarding the website and the general conclusion was to keep website design and management in-house. Similarly, most of the discussion revolved around the Harper's Choice Community Association website and ideas to improve the effectiveness of the site; the Kahler Hall website was not considered.

Mr. Hurewitz left the meeting at approximately 7:20 pm in order to testify before the County Council.

The following ideas were discussed:

- Utilize a consultant for major "fixes."
- Link to CA's Development Tracker if possible.
- Include meetings, especially county meetings, which pertain to Harper's Choice.
- Develop a "What's Going On" section.
- Provide something that brings people back to the site (e.g., games or puzzles where one can win prizes).
- Link to CA Videos about Open Space and its staff.
- Videotape residents and others about Harper's Choice and place online.
- Link to CA's pathways map.
- Link to Columbiavillages.org.
- Redesign the home page (font, point size, background, colors).
- Develop a "Story Corps"
- Generally, repair malfunctioning areas.

The next follow-up meeting will be held on the 3rd Tuesday of February at Kahler Hall at 7:00 pm. The Board will recap actions/progress from the last meeting and address Number 4 of the Goals, Priorities, and Benchmarks of the Strategic Planning Report.

Ms. Avant moved and it was seconded by Mr. Paez to adjourn. Motion passed unanimously at 8:37 pm.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Stephen J. Ingley". The signature is written in a cursive, flowing style.

Stephen J. Ingley
Village Manager/Secretary
Harper's Choice Community Association