

CSE II Policy No. 2021-01
Communication Policy

WHEREAS, Title 10, Chapter 39 of the Arizona Revised Statutes regulates records and reports for nonprofit corporations; and

WHEREAS, in accordance with the Arizona Planned Communities Act and the Governing Documents, the Association's Board of Directors wishes to adopt a policy concerning Association communications via Newsletters, Website, Email and other media;

NOW THEREFORE, LET IT BE HEREBY RESOLVED that the following policy pertaining to communications was duly adopted by the Association's Board of Directors, supersedes, and replaces all previous communications policies adopted by the Board, and becomes effective as of the date shown below.

Communication Committee

The Communications Committee, comprised of the Database Manager, Newsletter Editor, and Webmaster, ensures ongoing communication to the homeowners. This is done through Association newsletters, website posts, email and mail so that all residents are informed on HOA matters. The Association's master database is maintained as the source for home ownership and contact data. It is used to verify printed and electronic homeowner directories. The database is also utilized to verify contact information for the Annual Assessment mailings as well as the preparation and mailing of packets and ballots for annual and special meetings as needed. The Communications Committee supports the secretary in providing resale material to new buyers and escrow agencies, in accordance with the requirements of A.R.S. §33-1806.

Selected information from the database is made available to HOA homeowners for personal use.

Newsletters

Association newsletters are published on the cseii.com website and distributed via email 5 times a year in January, March, May, September and November.

To submit an article for a future newsletter, contact or email the editor at Press@cseii.com.

Website

The cseii.com website is a platform to distribute official Association information to homeowners in a timely and cost-effective manner. The webmaster(s) are responsible for ensuring the website is operational and updated with current information. The content includes information from Board of Directors, Board Meetings, Committee members and chairs, Forms for downloading, Governing Documents, Homes for Sale, Newsletters, Social Events and more.

The website includes a secure tab to share CSE II homeowner's/resident's contact information within the Association. This is the most up-to-date directory information. Homeowners must not use the information for commercial purposes or provide information to third parties without Board authorization. To contact the webmaster email at Press@cseii.com.

Email

- a. An up-to-date directory and database are maintained by the Communication Committee. Emails provided by homeowners are maintained as “private/not for further distribution” beyond HOA business.
- b. Only the Communication Committee shall be authorized to send out mass emails to homeowners. However, any Association member in good standing may submit for the approval of the Communications Committee or the Board of Directors, content for mass emails. Approved content will be emailed to the entire community or a subset as appropriate.
- c. Email message content includes but is not limited to: Board meetings and Annual Membership meeting announcements with agendas, minutes, website links, necessary reminders of HOA by-laws and CC&R policy, community announcements and other pertinent information useful to the membership.
- d. Email message content shall NOT be used to forward political policy, advocacy or opposition to political candidates, personal opinions or other content as decided by the Board of Directors not to benefit the entire association.
- e. The email announcement platform (eBlasts) shall not be used to discuss homeowner complaints or concerns. Such items should be sent to the Board of Directors at cseii.hoa@cseii.com or brought up during the Homeowner Concerns portion of CSE II Board Meetings.
- f. Email for the CSE II Board shall be directed to one of the following addresses.
 - a. Cseii.hoa@cseii.com - General address to reach the CSE II Board of Directors
 - b. President@cseii.com – Use if you wish to reach the President
 - c. VicePresident@cseii.com – Use if you wish to reach the Vice President
 - d. Treasurer@cseii.com – Use if you wish to reach the Treasurer
 - e. Secretary@cseii.com – Use if you wish to reach the Secretary
 - f. ARCCChair@cseii.com – Use if you wish to reach the ARC Chair
- g. Email messages to the Board of Directors should NOT be sent to their personal email address.
- h. Email messages sent to these CSE II Board member addresses will be responded to within 2 business days.
- i. The Board of Directors should avoid making decisions via email discussions and instead make the decisions during an open Board meeting. When necessary, minor non-controversial decisions may be made using email communication and will be retained and archived along with Association records for CSE II life.
- j. Email messages that include general correspondence related to Association business will be archived and retained for 3 years.
- k. Emails to the Communications Committee can be sent to Press@cseii.com.

Social Media

Social Media platforms such as Facebook, Twitter, etc., are not currently used for Association business.

DATED this 14th day of January 2021.

CANOA SECA ESTATES II HOMEOWNERS,
INC., an Arizona non-profit corporation

By: Samuel D. Acha
Its President

ATTEST:

Barbara A. Wray
Secretary