

No. 25 Downing Condominium Association, Inc.

2025 HOA Communications Plan

1. Audience Identification:

- **Primary Audience:** Homeowners and residents in the condo building.
- **Secondary Audience:** Property management company (if applicable), board members, vendors, and local community stakeholders.

2. Objectives:

- **Maintain Transparency:** Ensure residents are well-informed about HOA activities, decisions, and financial matters.
- **Enhance Engagement:** Foster a sense of community and encourage participation in HOA initiatives and meetings.
- **Efficient Problem Resolution:** Provide channels for residents to voice concerns and receive timely responses.
- **Promote Consistency:** Maintain regular communication to keep residents updated on ongoing projects, events, and policy changes.

3. Channels of Communication:

- **Website:** Create or maintain a dedicated section on the property management company's or HOA's website for official announcements, meeting minutes, FAQs, and contact information.
- **Notice Boards:** Physical notice boards in common areas for posting urgent announcements, meeting notices, and community guidelines.
- **Meetings:** Schedule quarterly meetings to discuss major decisions, financial reports, and community concerns and providing dates as part of the annual calendar. Offer Zoom and encourage in person participation as well in the Loggia for these meetings.

4. Content Strategy:

- **Building Projects:** Highlight upcoming activity, project updates, maintenance schedules, and reminders for dues or assessments.
- **Social Events / HOA Hospitality:** Creating opportunities for Owners and Residents to get together onsite to learn more about each other and build a stronger sense of community.
- **Emergency Notifications:** Procedures for urgent notices (e.g., weather alerts, maintenance issues, safety concerns).

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- **Educational Content:** Articles or posts on HOA policies, community guidelines, and tips for property maintenance.
- **Feedback Mechanisms:** Surveys or feedback forms to gather input on community matters or satisfaction with HOA services.

5. Crisis Communication Plan:

- **Preparation:** Outline procedures for communicating during emergencies such as fires, floods, or security incidents.
- **Spokesperson:** Designate a spokesperson or communication coordinator responsible for official statements and updates.

6. Budget Considerations:

- Allocate funds for maintaining social event hosting, printing notices, and other potential hospitality related items, e.g. Sun Umbrellas for Courtyard Tables.

7. Legal and Compliance Considerations:

- Ensure compliance with HOA bylaws, state laws, and regulations concerning communication and data privacy (especially with email lists and personal information).

8. Review and Adaptation:

- Regularly review the communication plan to adapt to changing resident needs, technological advancements, or community dynamics.

By following these steps, the HOA can establish a comprehensive communications plan that enhances transparency, engagement, and overall satisfaction among Owners, Residents and Building Management.