

Heritage Ranch Policy
Clubhouse Use: Advertising and Promotion of Heritage Ranch Activities

Authority:

The HOA Bylaws, Article III, C, empower the Board of Directors with the authority to administer the affairs of the HOA and establish policies relating to the operation and care of the common areas (including the clubhouse) and making rules and regulations.

Rationale:

Advertising and Promotion within the Heritage Ranch Clubhouse is an effective means of notifying HR residents of upcoming events and serves to further encourage community involvement in HR activities. Residents expect to see notices in the clubhouse with detailed information regarding upcoming events.

Purpose:

The purpose of this document is to define the policies and procedures that the HR HOA Community Events Director (CED), HR clubs and groups and individual HR homeowners may use to advertise and promote HR activities within the clubhouse. The specific clubhouse resources for communicating current and immediate information to HR residents are identified, but not limited to, the following:

- I. **Bulletin Board** in the Elm Arts & Crafts Room in the Heritage Ranch Clubhouse
- II. **Electronic Monitor** in the entrance way into the Heritage Ranch Clubhouse
- III. **Posters** on easels in the Heritage Ranch Clubhouse lobby
- IV. **Promotional Materials** distribution in the Heritage Ranch Clubhouse
- V. **Ticket Sales and/or Promotional Activities** in the Heritage Ranch Clubhouse lobby

(*Guidelines for community-wide advertising through posters, email blasts and the Ranch Reporter are on the Heritage Ranch HOA website under Resident Services, Resource Center, Policies & Guidelines)

Note: None of these resources are designed for nor will be used as a vehicle for controversial issues including, but not limited to, the expression of religious or political views, homeowner's business or personal promotions, personal opinions and resident commentaries.

Responsibility:

The CED is designated as the point of contact and decisional authority for administering and monitoring the policies herein.

Definitions:



Club – a “Club” is defined as any group of homeowners at Heritage Ranch that elects officers, charges dues, charges for attendance at sponsored activities or conducts fund raisers and has bylaws approved by the Activities Committee and the HOA Board of Directors.

Group – An organization of homeowners that does not meet the definition of a Club.

Part I: Bulletin Board

Individuals, clubs or groups who wish to post announcements on the Clubhouse Bulletin Board in the Elm Arts & Crafts Room must contact the CED and request use of the bulletin board.

1. The CED reserves the right to deny the request to post materials, based upon the guidelines established by the Communications Committee.
2. Postings shall be limited to one (1) page unless the CED determines multiple pages are necessary to accurately convey the event information.
3. At the time of posting, the CED will determine the removal date of the material and inform the contact person of that date. The removal date will be written on the posting in the lower right corner.
4. Postings are limited to Heritage Ranch activities, upcoming classes and resident activities.
5. In some cases individuals, clubs or groups have multiple simultaneous activities. The same procedure shall be followed for each of their individual activities.
6. The CED has the authority to prioritize the postings, based upon space availability.
7. All documents submitted for posting shall contain the name, telephone number and the email address of the contact person.
8. The CED will remove the materials from the bulletin board on the removal date written on the posting.

Part II: Electronic Monitor

Individuals, clubs or groups who wish to post announcements on the Heritage Ranch Clubhouse Electronic Monitor must contact the CED and request the posting of said announcement.

1. The HOA, the Communications Committee and/or the CED shall have the right to deny, for cause, any request to post materials.
2. Electronic postings shall be limited to one (1) per HOA activity, club, group or individual unless the CED determines multiple postings are necessary due to the timeliness of the event(s).
3. Only events held at Heritage Ranch will be posted on the Electronic Monitor. Exceptions must be approved by the General Manager and/or the HOA Board.
4. Information shall be submitted electronically to the CED and should contain the name, telephone number and email address of the contact person, as well as the date for the announcement to be removed from the Electronic Monitor.

5. All information submitted for posting shall be concise and be limited to pertinent information, i.e. name of event, date, time and ticket information.
6. The CED is responsible for posting the information on the Electronic Monitor and has the authority to prioritize the postings and determine how many days the posting shall appear on the Electronic Monitor.

Part III: Posters

Poster displays in the Heritage Ranch Clubhouse lobby are used to promote future Heritage Ranch events which are intended for the Heritage Ranch community. Poster displays may promote HOA events and activities of Heritage Ranch Clubs, groups and individual homeowners.

1. Poster design/concept will be approved by the CED. Any decision to reject a group(s) poster may be appealed to the Activities Committee.
2. Poster approval by the CED will take no longer than three (3) business days.
3. Posters will contain event content only and shall advertise only one event.
4. Posters are displayed on Heritage Ranch easel stands which are maintained by the CED.
5. The easels will be positioned on either side of the front entrance to the Heritage Ranch Clubhouse lobby.
6. No more than two (2) posters may be displayed in the lobby at any time.
7. Posters will be a uniform size not to exceed 30" X 36" on heavy poster board.
8. Posters may be on display not to exceed one week with the exception of those which advertise revenue generating events or events organized by the CED. Such events may be displayed up to a total of thirty (30) days.
9. Priority of posting will be given to events that generate revenue benefitting the entire community.

Part IV: Promotional Materials

The HOA office area, the front desk in the Heritage Ranch Clubhouse lobby, furniture in the lobby, large round entry table, fireplace hearth, the host station in the Corral Grill, dining tables in the restaurant and the Outpost and chairs set up in the Heritage Ballroom for banquets or special events have specific purposes. In order to maintain an attractive, professional appearance, it is important that these areas remain uncluttered with promotional materials. Exception is made for "Table Tents" containing information on upcoming Food & Beverage and Golf events which may be placed on the dining tables in the Corral Grill and The Outpost.

1. Printed promotional materials such as flyers, brochures, etc. are not to be displayed in/or any of the aforementioned areas.
2. Promotional materials may be placed in one of the slots in the Elm Arts & Crafts Room that is designated by the CED.
3. Along with the poster usage for promoting an event, a flyer holder may also be attached to the leg of the easel or bottom of the easel to hold flyers for the advertised event.

4. The CED will have the responsibility of removing outdated materials from the Elm Arts & Crafts Room and/or the flyer holder.

Part V: Ticket Sales

Any Heritage Ranch Club, group or organization that wishes to set up a table in the Heritage Ranch Clubhouse lobby for the purpose of selling tickets or registering residents for a Heritage Ranch Event must adhere to the following guidelines:

1. Contact the CED to receive the "Lobby Reservation Form
2. Complete the reservation form stating the name of the group, details regarding the event, contact person information and specific date(s) and time(s) when the club wants to have space in the lobby.
3. Verify that the club or group will coordinate the ticket sales through the HOA, facilitated by the CED.
4. Reserve the lobby for ticket sales one month in advance of the event.
5. Sell tickets no more than a total of seven (7) sessions during that month.
6. Verify with the CED the lobby is available for selling tickets. If another group/club/organization is already scheduled to sell tickets at the requested time, the CED and groups/clubs/organizations will work together to simultaneously sell tickets on the requested date(s). The ticket sales will take place at a single table in the lobby.
7. Preference will be given to revenue generating events which benefit the entire community. Please review the Clubhouse Use policy for additional information.
8. Offer tickets for sale at specific sessions each day: 9:00 – 11:00 a.m. or 5:00 – 7:30 p.m.
9. Utilize the standard set up in the lobby which is one (1) card table or one (1) long table, one (1) poster and no more than five (5) chairs. If there are two organizations selling tickets, standard set up applies with the exception that two (2) posters may be used.
10. No additional materials may be used.
11. Persons selling tickets should be courteous, professional and considerate of other residents and guests who utilize the Heritage Ranch Clubhouse.
12. Buyers who are interested in purchasing tickets should be allowed to approach the table and buy tickets, rather than the ticket seller approaching the residents and pressuring them to purchase tickets.

Approved by the HR Board of Directors Oct. 17, 2011:

Charlie Henkle
Charlie Henkle, President

Oct 17, 2011
Date