

**Orchidland Community Association**  
**Newsletter Procedures**  
Revised 10/5/11

## Newsletter Issues

Newsletters are sent to all lot owners. The Orchidland Community Association [OLCA] Bylaws require that newsletters be sent twice annually. Additional newsletters may be sent at the discretion of the Board.

Article VI – Meetings of Members Section 1 ANNUAL MEETINGS. “The semi-annual meetings shall be held in April and November of each year. Each member will be mailed a meeting notice and Association newsletter at least 30 days prior to the meetings.” **Thus, two newsletters are required one in March and one in October.**

Bylaws Article VII – Board of Directors, Section 3. Election and Term of Office, states that Directors shall be elected by mail-in ballots and that those ballots shall be mailed at least 30 days prior to the annual meeting and those ballots shall be due/received by May 15<sup>th</sup>.

Bylaws Article IV – MRMA & Collection states: “The MRMA will be billed annually or semi-annually.” Note: the Board may elect to send this billing on it’s own, with the semi-annual newsletter[s], or with a separate newsletter. The billing has been sent in July, sometimes with an additional July newsletter.

Attachment “A” shows a typical time frame for the production of the newsletter.

## Timeline

The OLCA Bylaws require that newsletter be received by our members at least 30 days prior to the semi-annual membership meetings which are held in April and November. Therefore newsletters must be mailed in March and October. Preparations should start in January and August. If a newsletter is sent with the July billing, preparations should start in May. The newsletter timeline sets forth a preparation, printing and mailing schedule designed to meet that requirement. See attachment “A” for an example of that schedule.

President initiates production of the Newsletter and schedules it for discussion at least two months prior to required mailing date. For the semi-annual newsletters discussion would be held at the January and August meetings of the Board of Directors.

## Articles

All proposed articles should be submitted to the President, the Secretary and the Newsletter Editor.

The President will forward a copy of all articles to the Board members for their review and input.

The number and length of the articles will be determined by the President, Secretary and Newsletter Editor, giving due consideration to the priority of issues along with mailing and printing costs.

## Layout

The layout or formatting is done by Newsletter Editor.

A draft of the proposed final layout will be sent to the Board members for their review and comment.

## Printing

Printing is arranged by the Secretary.

Orchidland has used Business Automation and Hawaii Printing. Other suitable printers can be used. Sufficient advance notice must be given to the printer to insure adequate printing time. See Attachment "B" for printing costs.

Printing issues:

- a. The number of pages can be used to determine the size of the paper that the newsletter is printed on. 8.5 by 11 paper yields 2 pages per sheet; 17 by 11 paper yields 4 pages per sheet. Use of the larger paper eliminates the need for stapling but requires one additional fold resulting in a newsletter size of 8.5 by 11.
- b. Folding for mailing. 8.5 by 11 newsletters must be folded at least once to 8.5 by 5.5 prior to mailing. They may also be folded twice to a finished size of 8.5 by 3.7 for insertion into envelopes or mailing without envelopes. [see mailing below]
- c. The final folded size of the newsletter, and whether or not it will be placed in an envelope, will determine the location of the printed return address and the location of the address label.
- d. Paper weight – some printers recommend 50 pound paper if photos are included in the newsletter, to prevent "bleed thru" of the photo obscuring the text on the opposite side of the page. This heavier paper could affect postage costs. Otherwise, 20 pound paper is sufficient. Note we have been using 20lb paper successfully with photos. [See mailing below.]
- e. Hawaii Printing prefers receipt of the newsletter 10 working days prior to the pick up date. Shorter time periods may be accommodated if their schedule will allow it. Hawaii Printing will fold and collate.
- f. Business Automation requires receipt at least 5 working days prior to pick up date. They will collate but they do not fold. Also, their ability to accommodate depends on the availability of copiers. They rent out their copiers. Shorter time lines may be accommodated if we go in and do our own copying and collating [and folding.]
- g. Secretary arranges for pick-up and delivery of the newsletter to the Lick n Stick.

## Mailing

A six-page newsletter, on 50-pound paper, requires one first class stamp whether in an envelope or mailed without an envelope.

An eight page newsletter, on 20 pound paper, can be mailed with a billing invoice in an envelope using one first class stamp.

8.5 x 11 pages must be folded either in half or in thirds. The end opposite the fold must be secured by a piece of tape or by some other suitable method. If folded in thirds, the newsletter can be mailed in a business sized envelope.

8.5 x 11 pages folded into “thirds”, can be secured by the mailing label if the ‘label page’ does not completely overlap the page below it. Caution should be used to insure that the label does not cover text on the lower page; removal of the label may cause loss of that text. See attachment “C” for an example of the mailing page layout for this folding.

The Records Keeper is responsible for purchasing stamps and envelopes. Regular envelopes are used for all foreign mailings. Window envelopes are used if billing invoices are to be sent. Secretary arranges for the delivery of [Records Keeper delivers] the completed, labeled newsletters to the post office after the Lick N Stick.

## Billings

If billings are to be included, this normally requires placing the newsletter and the billing in a window envelope - the lot owners address, on the billing invoice, shows thru the envelope window. Foreign addresses must use a regular envelope.

If 50 pound paper is used, a six page newsletter and one billing invoice can be mailed for one first class stamp. Additional postage is required for additional billing invoices. If 20 pound paper is used, an eight page newsletter and one invoice can be mailed for one first class stamp.

The Accounts Receivable/Payable Clerk prepares the billing invoices and informs the Records Keeper as to how many window envelopes will be needed. Accounts Receivable/Payable Clerk needs approximately 30 days notice, prior to the Lick n Stick to prepare invoices and labels for mailing.

## Labels

The Accounts Receivable/Payable Clerk prepares the mailing labels. Preparation includes separating out labels for foreign lot owners and labels for multiple invoices going to the same address.

## Postage

Records Keeper to purchase stamps and envelopes as needed.  
Records Keeper to deliver these items to the Lick N Stick.

## Lick N Stick

Secretary arranges the location and contacts volunteers. A list of volunteers is attached. [Attachment “D”]  
Traditionally done on a Saturday starting around 10 a.m.  
Traditionally pot luck lunch, bring your own beverages.

## Payments

Payments to be made include, but are not limited to: 1) printer; 2) purchase of labels and envelopes; and, 3) purchase of postage. The Records Keeper arranges for payments to be made.

Attachment A  
Orchidland Newsletter Timeline

First determine the date by which members should receive the newsletter. For the semi-annual meetings, in accordance with the OLCA Bylaws, newsletters must be mailed at least 30 days prior to the meeting.

President initiates production of the Newsletter and schedules it for discussion at least two months prior to required mailing date. For the semi-annual newsletters discussion would be held at the January and August meetings of the Board of Directors.

Timeline example, assuming an annual meeting date on Saturday April 24<sup>th</sup>.

1. January: Determine the number of copies and estimated number of pages; items to be included, such as required articles, ballots, billings, etc; inform all involved parties of the timeline for the newsletter, no later than one Board meeting prior to the start of the production of the newsletter.
2. February: Selection of printer - should be done as soon as possible, printer requirements vary due to other priorities and events [especially during political campaign years]: determine date the newsletter must be submitted to the printer to insure completion prior to Lick n Stick date;
3. February 13th: Drafting of Newsletter - all articles to Newsletter Editor, President and Secretary, fifteen days prior to the circulation of the final draft;
4. February 28th: Final review - Newsletter Editor sends final draft to Board members for any last minute editing, at least five days prior to delivery of finished newsletter to the printer, Editor to inform Board members of their deadline to respond;
5. March 5th: Newsletter to the printer: determine how much time the printer needs to print, and fold the newsletter, normally this is around 7 to 10 working days, deliver or email newsletter to the printer; [Hawaii Printing accepts the newsletter via email at [hpchilo@hpchilo.com](mailto:hpchilo@hpchilo.com)];
6. March 12th: obtain stamps, labels, invoices and other mailing materials no later than one day prior to the "Lick n Stick", insure delivery to the "Lick and Stick" prior to the arrival of the volunteers;
7. March 12th Pick up newsletter from the printer, no later than one day prior to the day of the "Lick and Stick"; insure that the newsletter is delivered to the Lick n Stick prior to the arrival of volunteers;
8. March 13th: "Lick and Stick" - Lick and stick should be held on the Saturday or Sunday prior to the mailing deadline; prepare newsletters, attach labels and postage, sort international mailings [for additional postage], etc.
9. March 24th: latest possible Mailing date - delivery to the post office, 30 days prior to the meeting; actual mailing should occur on the first day that the post office is open after the lick and stick. [In this case on March 15th.]