

West Volusia-Daytona Beach  
Report to Merger Committee  
August 14, 2007

Sub-Committee : Communications

Date: 8/12/07

Benefits of Merger

A merger will facilitate improved communications to the members, public and internally. A single web site of potential higher caliber than the existing two web sites will improve user access and use, as well as reduce costs. A combined Strategic Plan will bring together the strengths from both organizations.

Areas the sub-committee reviewed.

The Communications Sub-Committee reviewed the following topics:

Mission Statements

Vision Statements

Strategic Plans

Communication audiences: Members, Corporate Board, Branch Boards, Staff, Community and Media.

Key Issues

The Communications Sub-Committee identified no key communication issues. The merger process will address each communication area reviewed and minor differences will be resolved.

Proposed "potential reasonable resolutions"

N/A.

Directions on other identified areas of concern

The Communications Sub-Committee recommends that it solicit, determine and recommend to the Merger Committee, potential names for the merged association. This task may prove too controversial for large group determination.

Recommendation on Letter of Intent

The Communication Sub-Committee strongly recommends that each Corporate Board adopt a formal Letter of Intent supporting a merger.