Palmer Ranch Master Property Owners Association, Inc.

Communication & Social Media Policy

Policy Statement: Palmer Ranch Master Property Owners Association, Inc. (Master Association) Board of Trustees (Board), in its desire to exercise its responsibility in a transparent and timely manner, has established a communications and social media policy to provide guidance and avenues of communication to all Palmer Ranch Members (Members).

Purpose: To ensure clear, open and transparent communication between Members and the Board in matters of relevance and importance to the community and its governance.

Communication Channels will be the monthly *On the Ranch Newsletter,* the bi-monthly Board Meetings (where all Community Representatives are permitted and encouraged to attend and ask questions or make comments), bulletin/newsletter prepared by any Committee chartered by the Master Association, and the Master Association website (www.PalmerRanch.net).

Secondary media may be used when appropriate to ensure broad notification to Community Representatives via US Mail or electronic mail.

Board Meetings are scheduled to occur on the fourth Thursday of every other month, unless otherwise announced. Notices of the Board Meetings and the agenda must be posted at least 48 hours in advance of the Board Meeting at Palmer Ranch Parkway/Beneva Road. The Notice and an agenda will also be posted on the Master Association website and mailed to Community Representatives. In a recognized segment of the meeting, Community Representatives will be given a reasonable amount of time (not to exceed three (3) minutes) to speak on items posted on the agenda as well as those items of concern NOT on the agenda. Minutes of Board Meetings will be posted on the Master Association website, once they are approved by the Board.

Emergency Meetings can be called by the Board President and/or two Board Members if unforeseen circumstances require immediate action. (Florida Statutes 720.316). Attempts will be made to post notices of such meetings, if possible.

Executive Sessions between the Board or a Committee and the Master Association's attorney to discuss proposed or pending litigation or meetings of the Board held for the purpose of discussing personnel matters are not required to be open to the Members other than the Trustees. (Florida Statutes 720.303).

Committees of the Board will be created for areas which need more effort than Board Meetings permit and where Member input is especially important. These officially chartered committees may be co-chaired by one Trustee and will solicit information and participation from Members, as well as expertise from our community members and other interested homeowners. Actions/recommendations, status on current topics, and proposals will be communicated to the Board and Community Representatives at a Board Meeting.

Notices, participation and other procedures required to be followed by the Board shall also be followed by Committees.

Community Representatives: All Members of Palmer Ranch are Members of the Master Association. They are represented at meetings of the Master Association by a Community or Tract Representative. The President of each Community or Tract Association, or another officer designated by the President, votes, at Member meetings, and represents the Neighborhood and Community Members on all matters of the Master Association.

Use of Email between Board members or committee members should, to the extent possible, include all members to encourage inclusion of ideas and opinions. Decisions, other than time-critical situations, shall be made at a scheduled meeting with an agenda announced at least forty-eight (48) hours in advance of the meeting and with the minutes distributed at least four (4) days after the meeting. Should Board or committee members not have email, accommodations should be made. (Florida Statutes 720.303).

Social Media: The posting of personal views as representing those of the Master Association is prohibited. In addition, Members, or their agents or guests, shall not engage in any political arguments or personal arguments on any social media posts. Postings are subject to the Board having them removed, if in the opinion of the Board, said posts could cause harm to persons or Members, lead to civil unrest or create havoc to the Master Association or its Members.

Links to external website(s) / YouTube / TikTok are not permitted.

Master Association Website (www.PalmerRanch.net) is available for public use. Items posted on the website include: News You Can Use; History of Palmer Ranch; Natural Assets; Community /Map Info; Resources; Grounds; Contact Form.

No use of the Master Association name, logo trademark may be made by any Member.

On the Ranch Newsletter Submission Guidelines: see attached.

Note: This document is intended to provide a structure for communications, but Master Association governing documents and state laws will take precedence.

Palmer Ranch Newsletter Submission Guidelines

The applicant shall:

- Complete in full a Palmer Ranch Newsletter Submission Form.
- Provide a responsible contact person, phone number and/or email address.
- Agree to have contact information available in published listing at least one of the following:
    - Telephone number
    - Email address
    - Home address

The submission or event must be sponsored by one or more of the following:

- Member community of Palmer Ranch with Community Association Board approval or, in the case of a Parcel Owner, Owner approval
- Resident of Palmer Ranch
- Governmental agency

The submission or event must be:

- Nonpolitical and have no developmental platform or relationship
- Not for profit or charity based
- Non discriminatory
- Open to all residents of Palmer Ranch, and/or
- Open to the general public

The event shall take place either within the Palmer Ranch Development or be of general benefit to the residents of Palmer Ranch.

Palmer Ranch Master Property Owners Association, Inc. (Master Association) assumes neither liability nor responsibility for any aspect of the submission or event placed into the Palmer Ranch Newsletter. Any level of Master Association participation is totally at its discretion.

Submittal information may be edited, changed, or expanded as necessary for publication by the Master Association. Further, the Master Association may disallow an article if it deems it offensive, objectionable or inappropriate.

A completed application should be submitted to the Master Association on or before the 15th of the month. The applicant will be notified of approval or non-approval, by the Master Association.

Palmer Ranch Newsletter Submission Form

Submission requested by _____

☐ Member Community ☐ Parcel Owner ☐ Resident ☐ Government Agency

Address _____

Telephone _____

Email _____

In consideration of this submittal for the Palmer Ranch Newsletter, the undersigned, for itself, and its employees, heirs, agents, successors, assigns and legal representatives, has read and agrees to the 'Palmer Ranch Newsletter Submission Guidelines' and does hereby release, waive, discharge, hold harmless and covenants not to sue:

Palmer Ranch Master Property Owners Association, Inc., and any other Property Owners and Associations, it's officers, employees, agents, sponsors, heirs, successors, assigns and legal representatives for or from all liability, loss or damage of whatever type and degree, in any manner regarding this submittal for placement in the Palmer Ranch Newsletter.

The undersigned has read and voluntarily signs this release of liability and further agrees that no oral representations, statements or inducements apart from the foregoing written agreement have been made.

Name _____

Date _____

Information requested for submission into the weekly Palmer Ranch Newsletter, please include who, what, where, when and full description.