

**June 19, 2007**

**News Release to Emerald Pointe Lot Owners**

On June 13 the EPOA Board approved the creation of the Communications Committee that will cover the newsletter, the web site, and official email communications to lot owners. A couple of interesting items are included in the policies for this committee.

The first concerns advertising. Internal advertising is allowed. A lot owner is permitted to advertise the sale of items owned by that lot owner for personal, not business purposes. Examples would include a garage sale, selling the family home, boat, camera, or other similar items.

Except for three exceptions noted, external advertising is prohibited. External advertising is promoting or marketing any for profit business such as restaurants, landscapers, insurance, and automobile dealers. The first exception is that a listing of maintenance vendors is permitted. For example, if a lot owner has a good experience with plumbing repair, that plumber may be listed along with the recommending lot owner's name. Also accepted is business card type of information for lot owners owning their own businesses. A final exemption is given to lot owners' children who are allowed to advertise for fee activities such as lawn mowing, pet care, babysitting, and house watching.

Another interesting guideline is a statement specifically permitting lot owner authored articles disagreeing with the EPOA Board's official stance on an issue.

All submissions for publication may be edited for length and style. Material you wish to place on the web site should be sent to Ed Little at [ayed1@bellsouth.net](mailto:ayed1@bellsouth.net) and newsletter requests should be sent to Chuck Lovelace at [chasandlin@hotmail.com](mailto:chasandlin@hotmail.com) .