

**BETMAR OWNERS, INC.**  
**A 55+ Older Community**  
**Operating Policy and Procedure**  
**130**

**BETMAR WEBSITE POLICY**

Effective Date: 5-18-17

Last Revision: 11-16-2023

Version 130.2

**SCOPE:** The Website is a digital tool created to benefit the flow of information to and from Betmar Owners, Inc., and Betmar Resident Lot owners. This policy applies to Betmar Owners, Inc., any Sub-organization (club), the designated Webmaster, and all members in good standing with the corporation.

**PURPOSE:** This purpose of this policy is to outline the creation, confidentiality, Webmaster responsibilities and the who, what and how of submission to the website.

**POLICY:**

1. The website will be created for and registered to Betmar Owners, Inc.
2. The Webmaster is designated as person of contact (POC) for both the Uniform Resource Locator (URL) and the company used for the web domain (HostGator).
3. Betmar.org is the only official Betmar Owners, Inc. website.
4. Betmar Owners, Inc. shall bear the cost of obtaining and maintaining the domain name, on-going hosting, and liability insurance.
5. *The monthly bulletin is the only authorized publication for non-board approved advertising. (Exception is "For Rent" listings)*

**PROCEDURE:**

1. The Webmaster serves as the POC for the website's organization.
2. The official email address for the webmaster is: [Webmaster@Betmar.org](mailto:Webmaster@Betmar.org).
3. Betmar.org is a public domain therefore the Webmaster will **not** display for public access:
  - a. Betmar Owners, Inc., or Betmar Acres Club, Inc.
    - i. Financial reports

- ii. Legal information
    - iii. Meeting minutes
  - b. Reports of resident deaths or travel plans.
  - c. Any personal resident information.
4. *Published event contact information is allowed if the individual authorizes such.*
5. Sub-organizations may post meeting minutes within the link for their club; however, legal, or financial information shall remain private and accessible via emails from the Webmaster with an imbedded link to the files.
6. The Webmaster will:
- a. Assure all emails presented for dissemination to the membership meet FCC CAN-SPAM ACT criteria whereby the webmaster signature block is included in all emails.
  - b. Distribute, via email notices, confidential information described above to approved members with a link to the document.
  - c. Guarantee the confidential email linked data is deleted after the viewing period dictated by the submitter.
  - d. Pay required fees and submit an invoice to Betmar Owners, Inc. for reimbursement.
  - e. Train Communications personnel as to Bulletin and Calendar design and submissions.
  - f. Assure Back-up, and security and SSL (Secure Socket Layer) are provided by the web host and permanently remain in place.
  - g. Establish password protected links on the website and assure the password is periodically changed, and the membership notified.
7. The following organizations/members may submit to the Webmaster:
- a. Any official Betmar Owners, Inc., Betmar Acres Club, Inc., Sub-organization (Club), office or activity representative may submit requests for appropriate action.
  - b. The Webmaster will forward any questionable requests to the Betmar Owners, Inc. Communications Councilor for guidance prior to posting or emailing to the membership.
  - c. Communications may deny submissions.

- d. If the denial is challenged, Betmar Owners Inc. Board of Directors has final approving, denial authority.
8. The following content may be submitted:
- a. Requests for:
    - i. Betmar Club Page updates, changes, additions, or redesign.
    - ii. Posting on the Electronic Bulletin Board
    - iii. Community emails to members.
    - iv. Coffee news submitted via [activities@betmar.org](mailto:activities@betmar.org)
    - v. Betmar Clubs and Activities announcements
  - b. Photos other than Classified ads can only be submitted by individuals trained in formatting.
    - i. The maximum photo file size is 200K.
    - ii. Betmar Photographers are the best resource for taking photos and formatting. Contact them directly to schedule photo ops.

9. Submission guidelines to follow:

- a. Requests for an email to be sent out to the membership must be sent to [Webmaster@betmar.org](mailto:Webmaster@betmar.org) , stating it is an EMAIL for “Owners only”, include exact wording of what is to be sent out and include a signature block with a minimum of:
  - i. Name
  - ii. Position/Title
  - iii. Email and phone number are optional

Mickey Mouse  
Golf Club Secretary  
813 123-4567  
[mickeymouse@hotmail.com](mailto:mickeymouse@hotmail.com)

- b. The site also provides weblinks to contact the Webmaster, Activities, Communications and Calendar persons directly.

VERSION	APPROVED	REVISION DATE	DESCRIPTION OF CHANGE	AUTHOR
130	Owners Board of Directors	5-18-2017		unknown
130.1	Owners Board of Directors	4-20-23	Replaces policy 130	P & P committee
130-2	Owners Board of Directors.	11-16-23	<i>Advertising in Bulletin only</i>	P & P committee

130.2 Approved

Policy and Procedure Chairperson: \_\_\_\_\_ Date: \_\_\_\_\_

President Betmar Owners Inc. \_\_\_\_\_ Date: \_\_\_\_\_

Three (3) Year Policy and Procedure Committee Review Date: 2026

Signed: \_\_\_\_\_

Three (3) Year Policy and Procedure Committee Review Date: 2029

Signed: \_\_\_\_\_