



Stonebridge Ranch Community Association

MINUTES

Communications Committee Meeting

Date of Meeting: January 6, 2022 **Call to Order Time:** 8:36 AM

Location: (check one or both) Virtual X In-person at SRCA Headquarters _____

Attendance:

Member	Name	Present	Absent
	Chuck Collins	X	
	Maureen Dudley	X	
	Matt Miller, Chairman	X	
	Allison Pitts	X	
	Afsaneh Talai		X
	Sally Huggins	X	
Board Liaison	Amanda Batson	X	
Staff	Chris Schappaugh	X	
	Susan Spoonmore	X	

Introductions New staff and committee members provided brief introductions to the group

Action Item: Approval of Prior Meeting Minutes

Date of Minutes to be approved: December 2, 2021

Motion by: Allison Pitts Second by: Chuck Collins

Vote: (select one) Unanimous X or Count --For _____ Against _____

Report: Board of Directors Update (check one) Presented X Not Presented _____

General Discussion Matt provided brief overview to Committee regarding Management Company transition efforts during the month of December 2021. Meetings were held with the website developer (Lucian Florian) and magazine publisher (Layne Mullin) to ensure continuity through the change. Meetings were attended by GrandManors staff as well as Matt and Amanda on behalf of the Committee.

Old Business

Agenda Item: Chamber of Commerce 2022 Advertisement

Action (check one or both): discussion X vote _____

Discussion Committee discussed upcoming advertisement for the 2022 McKinney Chamber of Commerce Relocation Guide. The advertisement insertion order was placed in December 2021, and the final advertisement is due in February 2022. Committee recommended using 2021 advertisement as a starting point. Susan will verify due date for advertisement to Chamber and provide feedback on any recommended changes to the 2022 advertisement.

Motion (check one)

- ☐ Move to approve as presented
- ☐ Move to approve with these revisions _____
- ☐ Move to table

Motion by: _____ Second by: _____

Vote: (select one) Unanimous _____ or Count --For _____ Against _____

New Business

Agenda Item: 2022 Strategic Communication Action Plan

Action (check one or both): discussion X vote _____

Discussion Committee discussed 2022 Strategic Communication Plan, including action items to expand channels, develop a video production plan, and evaluate the future of the magazine. Committee also noted the New Homeowner Brochure and Texting Service items that were evaluated during 2021 and are nearing readiness for Board review. Committee suggested prioritizing action items to best ensure progress. Primary action item is evaluating magazine layout and content alongside GrandManors staff.

Motion (check one)

- ☐ Move to approve as presented
- ☐ Move to approve with these revisions _____
- ☐ Move to table

Motion by: _____ Second by: _____

Vote: (select one) Unanimous _____ or Count --For _____ Against _____

Next Meeting Date: February 3, 2022 at 8:30 AM

Adjournment:

Time 9:30 AM

Motion by Maureen Dudley

Second by Matt Miller