



Stonebridge Ranch Community Association

MINUTES

Communications Committee Meeting

Date of Meeting: February 10, 2022 **Call to Order Time:** 8:33 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 Spoonemore	X	

Action Item: Approval of Prior Meeting Minutes

Date of Minutes to be approved: January 6, 2022

Motion by: Sally Huggins Second by: Chuck Collins

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

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

Discussion: Committee discussed coordination with other committees to communicate and rollout new initiatives, including lessons learned shared with Amenities committee regarding the recent Lakes Trail. Recommendation to continue efforts to coordinate with other committees, including possibility of visiting other committee meetings. Additionally, Board is eager to review and move forward with the New Homeowner Welcome Brochure and Texting Service options. Recommendation was made to have Brochures for homeowners at the March 17th Annual Meeting. Action Item was made for Susan to complete update to Brochure, including revised contact information, verifying all content is accurate, and ensuring no GM branding is included. The Committee will provide both the Brochure and Texting Service recommendations for Board approval on or before the March committee meeting. Finally, it was noted that the ongoing

dredging efforts may necessitate an e-blast for project update. Susan will look into possibility of targeted, detailed updates for the residents directly impacted.

Old Business

Agenda Item: Chamber of Commerce 2022 Ad

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

Discussion: Matt proposed the 2021 Chamber of Commerce Ad for use in 2022. Committee would then make effort in Q3/Q4 of 2022 to consider continued placement of the advertisement for 2023 and beyond, and consider a new advertisement design for 2023, should the committee move to continue placement. For the 2022 advertisement, the committee moved to approve with one revision to the final bullet stating, "Perfect for active residents of all ages". Revision will be agreed to via email by COB, Friday, February 11th to provide sufficient time for completion prior to the Chamber of Commerce deadline for submission of February 15th.

Motion (check one)

- ☐ Move to approve as presented
- ☐ Move to approve with revisions shown above
- ☐ Move to table

Motion by: Maureen Dudley Second by: Matt Miller

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

Agenda Item: Text Service Options

Action (check one or both): discussion X vote

Discussion: Susan presented existing texting service options identified in the Fall of 2021 along with two new options – CiraConnect and Trumpia. Committee recommended proceeding with a detailed evaluation of the previously selected service, Textedly, alongside the two new options. Susan will complete comparison of the three options and provide to committee alongside a recommendation by February 25th. Committee will use this time to decide if a trial is needed prior to taking action at the March 3rd meeting.

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: Committee Officer Openings

Action (check one or both): discussion X vote

Discussion: Committee discussed need for additional members, as well as potential filling of Vice Chair and Secretary roles. Matt is drafting proposed changes to the committee

guidelines that would expand the committee size to 6-8 with the potential of two additional alternate members. Additionally, Matt is proposing terms for officer positions to allow volunteers an opportunity to adjust involvement in the committee as their time may allow. Matt encouraged committee members to reach out to contacts who may be interested in volunteering. Committee will also look to use upcoming events, the Annual meeting, and e-blasts to solicit new volunteers.

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 _____

General Discussion: Committee briefly discussed several additional topics. Regarding 2022 dues, Maureen expressed concern regarding messaging and desire to ensure residents had clear direction for dues payment. Amanda noted that this topic was being actively address by the Board. Committee discussed ongoing efforts to prepare for the Annual Meeting, including documents developed for distribution and candidate profiles. Need to ensure the documents going to homeowners include information regarding the virtual attendance options. In-Progress Tasks were discussed, which include items like the New Homeowner Brochure, Texting Service, and Chamber of Commerce advertisement. Committee will aim to tackle other in-progress items such as the Guideline Reviews and Constant Contact update. Finally, Committee briefly discussed the Editorial Calendar. Efforts will be made to transition towards more short form articles in lieu of multiple long form. Additionally, Susan to verify with CMI regarding publishing dates for April 2022 magazine, to determine if the Annual Meeting recap story can be completed in time for inclusion in the April magazine.

Next Meeting Date: _____ Thursday, March 3rd, 2022 at 8:30 AM _____

Adjournment:

Time _____ 9:32 AM _____

Motion by _____ Matt Miller _____

Second by _____ Maureen Dudley _____