



Stonebridge Ranch Community Association

MINUTES

Communications Committee Meeting

Date of Meeting: 03 November 2022

Call to Order Time: 8:31 a.m.

Location: Virtual via Zoom

Attendance:

Member	Name	Present	Absent
	Chuck Collins	X	
	Maureen Dudley	X	
	Tom Harju	X	
	Sally Huggins	X	
	Maneesh Moota		X
	Allison Pitts	X	
Board Liaison	Amanda Batson	X	
Staff	Susan Spoonemore	X	
Staff	Brian Matt	X	

Introduction of new Executive Director, Brian Matt

Action Item: Approval of Minutes

Date of Minutes to be Approved: 06 October 2022

Motion: Approve minutes for October 6, 2022.

Motion by: Maureen Dudley moved approval. Second by: Allison Pitts

Motion: passed failed tabled

Report: Board of Directors Update -- Presented by Board Liaison Amanda Batson

Old Business

Agenda Item Magazine Format Update

Action: Discussion – Brian Matt presented an update on magazine options for 2023 and beyond, based on his conversations with the publisher. Options discussed include alternating between print and digital and post cards for awareness of availability.

Motion: To change magazine distribution to alternating print and digital effective January 2023.

Motion by: Maureen Dudley moved approval. Second by: Sally Huggins

Motion: passed failed tabled

Agenda Item: Strategic Plan - Discussion of 2023 Plan

Action: Discussion concerning focus on video plan possibilities. Allison recommended a sub-committee to explore video needs and options. Communications Director Susan Spoonemoore will provide insight on videography company options.

New Business

Agenda Item: Editorial Calendar

Action: Discussion -- Susan Spoonemore reviewed revisions made to the 2023 Editorial Calendar, with a focus on increasing short form articles.

Agenda Item: Communications Updates

Action: Discussion – Susan confirmed the New Homeowner Welcome brochure has been completed and is at the printer. Expected to start mailings in December.

Next Meeting Date: 01 December 2022

Adjournment:

Time: 9:28 a.m.

Motion: Move to adjourn

Motion by: Sally Huggins

Second by: Allison Pitts

Motion: passed failed tabled