



Stonebridge Ranch Community Association

MINUTES

Communications Committee Meeting

SRCA VISION STATEMENT

To be the premier, large scale, master planned community of choice in North Texas.

Date of Meeting: 05 January 2023 **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	

Action Item: Approval of Minutes

Date of Minutes to be Approved: 01 December 2022

Motion: Approve minutes for December 1, 2022.

Motion by: Chuck Collins moved approval. Second by: Sally Huggins

Motion: **passed** failed tabled

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

Update Discussion

Action: Board Liaison Amanda Batson and Communications Director Susan Spoonemore reviewed progress on New Homeowner Brochures. Brochures were mailed to 254 new residents in December from the back half of 2022. Brochures were also sent to Committee members for review.

Old Business

Agenda Item: SRCA IT & Digital Initiatives

Action: Executive Director Brian Matt provided an update on IT initiatives. Website has been moved to a new host. We now have a month-to-month agreement with a company that is providing day-to-day security monitoring.

Action: Brian and Amanda reviewed the need for digital tracking of amenity use. The Amenities Committee has recommended using ACTIVENet, which could provide scannable ID cards. Committee member Maneesh Moota noted a need for mobile cards as well. Rollout timing proposed to start in February with ramp up to pool season.

Agenda Item: Video Strategy

Action: Amanda spoke to the recently established video strategy sub-committee of Susan and Committee member Sally Huggins. Will provide monthly updates to the Committee. Susan stated that 5 strong video production company candidates have been identified, with appointments set with two thus far (first on 1/6). Focus on companies with HOA and real estate experience.

New Business

Agenda Item: New Homeowner Orientation

Action: Discussion – Brian discussed the need for smaller, “by invitation” events. Potential format for such events includes wine and light hors d’oeuvres with orientations held at the Community Center for around 50 attendees per event. Presentations would include an overview of amenities and events. Committee member Allison Pitts recommended adding a childcare component to increase attendance.

Agenda Item: Communications Updates

Action: Susan reviewed her continued focus on the website updates and the video initiative. Amanda reminded the Committee about the preparation for the upcoming annual meeting.

Next Meeting Date: 02 February 2023

Adjournment:

Time: 9:17 a.m.

Motion: Move to adjourn

Motion by: Sally Huggins

Second by: Allison Pitts

Motion: **passed**

failed

tabled

SRCA MISSION STATEMENT

Preserve and enhance the quality and natural beauty of Stonebridge Ranch for our residents. Offer and maintain attractive amenities, active lifestyle opportunities and leadership which protects property values and the financial health of the community.