



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:** 02 February 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: 02 January 2023

Motion: Approve minutes for January 2, 2023.

Motion by: Allison Pitts moved approval.

Second by: Chuck Collins

Motion: **passed** failed tabled

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

#### **Old Business**

Agenda Item: Video Strategy

Action: Communications Director Susan Spoonemore provided a status update on contacted videography companies, including Daniel K. Films, Stonebridge Videography and Extreme Heights Productions. Meetings should be held with all in February.

Committee members provided input on proposed video content. All agreed that focus should be on amenities, activities, events and sense of community, addressing the opportunities for both adults and children. Recommended limiting videos to 30-90 seconds.

Agenda Item: Policy/Guideline Review – Amanda Batson

Agenda Item: New Homeowner Orientation

Action: Executive Director Brian Matt discussed plans for the revised New Homeowner events. These will be invitation only, to approximately 60-70 new residents for 30 to 45 minutes. Focus on amenities and events, with a light touch on compliance. Introduction to ActiveNet may be included in future orientations. Committee member Maureen Dudley discussed the importance of details being provided to all residents about how to use ActiveNet as it rolls out.

## **New Business**

Agenda Item: Beach Club Discovery Process

Action: Brian reviewed his discussions with the McKinney Parks & Rec Department concerning potential Beach Club renovations. He will be meeting with architects, engineers and others for input in the near future. Brian suggested project specific committees may be developed.

Agenda Item: Channel Utilization

Action: Discussion – Amanda and Susan discussed future updates to the Channel Highlights spreadsheet. Susan will be removing Cinc and providing a deeper dive report on channel use. Focus should be on increasing usage across the board. Committee recommends increased interaction with residents at events, New Homeowner Orientations, etc.

**Next Meeting Date:** 02 March 2023

## **Adjournment:**

Time: 9:30 a.m.

Motion: Move to adjourn

Motion by: Allison Pitts Second by: Chuck Collins

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.**