



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 March 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	
Board President	Jon Dell'Antonia	X	
Board Member	Joe Closs	X	
Comm. Candidate	Debbie Wells	X	
RZR Solutions	Jacob Kern	X	

Action Item: Approval of Minutes

Date of Minutes to be Approved: 02 February 2023

Motion: Approve minutes for February 2, 2023.

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

Motion: **passed** failed tabled

Introductions: Board President Jon Dell'Antonia, Board Member Joe Closs, Committee Candidate Debbie Wells and Jacob Kerns with RZR Solutions joined the meeting and were introduced.

Report: Board of Directors Update -- Presented by Board Liaison Amanda Batson
Board President Jon Dell'Antonia provided an update on the TXDot 380 choice and status.

Update Discussion

Action: Executive Director Brian Matt provided update on Beach Club renovation plan – 4 architectural companies being interviewed, with presentations expected later in March.

Old Business

Agenda Item: Video Strategy

Action: Communications Director Susan Spoonmore provided an update on her meetings with 3 videography companies. RFP proposals to be provided to all 3. Committee confirmed 30-90 seconds max length.

Agenda Item: Policy/Guideline Review

Action: Board Liaison Amanda Batson asked the committee to review policy guidelines on the Common Properties Signage Policy, the Communications Committee Guidelines and the Email Registration Policy and provide feedback. Committee member Maureen Dudley recommended a sub-committee to review the common property signage policy and village specific events.

New Business

Agenda Item: Website Solutions & Executive Director Update

Executive Director Brian Matt and Jacob Kern (RZR Solutions) spoke to Jacob's involvement concerning increased website and systems security and other community data and communication initiatives. Focus on making the website more user-friendly and easier to read. Jon, Amanda and the Committee discussed the need for more metrics from the website. Jacob suggested a "start from the desired end result and work back" approach.

Agenda Item: Editorial Calendar

Action: Susan discussed changes to the calendar, including moving Citizen Police and Tennis/Pickleball Camps article from April to May. The Select Tennis Academy flyer was reviewed by the Committee and agreed upon with edits.

A proposed Coach's Corner article was mentioned, but tabled to next meeting due to timing. Susan will send to the Committee for review and feedback.

Next Meeting Date: 06 April 2023

Adjournment:

Time: 9:35 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.