



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: 06 April 2023

Call to Order Time: 8:39 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	
	Debbie Wells	X	
Board Liaison	Amanda Batson	X	
Staff	Susan Spoonemore		X
Staff	Brian Matt	X	
RZR Solutions	Jacob Kern	X	

Action Item: Approval of Minutes

Date of Minutes to be Approved: 02 March 2023

Motion: Approve minutes for March 2, 2023.

Motion by: Debbie Wells moved approval.

Second by: Chuck Collins

Motion: passed

failed

tabled

pending cyber-vote

Update Discussion

Action: Executive Director Brian Matt spoke to resident feedback concerning a bi-lingual version of the magazine.

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

Amanda updated the group on the revised April 20 deadline for the Hwy 380 TxDot survey.

Old Business

Agenda Item: Video Strategy & Recommendations

Brian, Susan Spoonemore and Sally Huggins reviewed the meetings with Stonebridge Videography and Extreme Heights. Based on the interview results and their past experience with SRCA, they recommended using Stonebridge Videography.

Action: Allison Pitts made a motion to approve the use of Stonebridge Videography, second by Debbie Wells pending cyber-vote.

Agenda Item: Policy/Guideline Review

Action: The Common Properties Signage Policy was reviewed in depth and approved with no changes. The Email Registration Policy was reviewed and approved with no changes. The Communications Committee Guidelines changes to align with recent Board approved process for appointing committee chairpersons and alignment with GrandManors staff titles.

Motion by Allison Pitts; Second by Debbie Wells, pending cyber-vote

New Business

Agenda Item: Channel Utilization/Growing Subscribers

Amanda reviewed the updated Channel Utilization Report with the Committee. Executive Director Brian Matt recommended Jacob Kern (RZR Solutions) consider additional reporting.

Discussion included how to better measure the website usage and what areas are being visited.

Can the QR code be used to measure magazine access.

Discussion

Brian provided an update concerning the Beach Club renovation project. K&W Architectural Firm set to do a study to provide a Scope of Work report to SRCA around proposed footprint renovations. The Committee discussed the importance of communicating the need to residents.

Next Meeting Date: 04 May 2023

Adjournment:

Time: 9:33 a.m.

Motion: Move to adjourn

Motion by: Sally Huggins

Second by: Debbie Wells

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.