



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: 04 May 2023

Call to Order Time: 8:32 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	Brian Matt	X	
Staff	Connie Baxter	X	
RZR Solutions	Jacob Kern	X	

Action Item: Approval of Minutes

Date of Minutes to be Approved: 06 April 2023

Motion: Approve minutes for April 6, 2023.

Motion by: Allison Pitts moved approval.

Second by: Debbie Wells

Motion: **passed**

failed

tabled

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

April 27th Board of Directors meeting included discussion/review of the ActiveNet rollout, rental owner policy and communication of modification submittal requirements to residents.

Update Discussion

Action: Executive Director Brian Matt spoke to status of the Beach Club renovations Scope of Work project, which is being reviewed and considered by the Board.

Action: Brian provided an update on the Communications Director position search. Committee members Maureen Dudley and Debbie Wells reiterated the importance of attention to detail and confident leadership in communicating the SRCA message.

Old Business

Agenda Item: Ratification of cyber votes for March 2, 2023 Communications Committee Minutes and three governing documents, including (1) Common Properties Signage Policy, (2) Email Registration Policy and (3) Communications Committee Guidelines.

Motion: Approve ratification of cyber votes.

Motion by: Debbie Wells moved approval. Second by: Allison Pitts

Motion: approved failed tabled

Agenda Items: Ratification of Videographer selection and Video Strategy Update were tabled.

Agenda Item: Policy/Guideline Review - The following Policies and Guidelines were reviewed and voted on.

(1) Editorial Guidelines –

Motion: Approve with reviewed changes. Motion by: Allison Pitts. Second by: Chuck Collins

(2) Official Social Media Channels –

Motion: Approve as reviewed with no changes. Motion by: Allison Pitts. Second by: Maureen Dudley

(3) Social Media Interaction Policy –

Motion: Approve as reviewed with no changes. Motion by: Debbie Wells. Second by: Maureen Dudley

All Motions: approved failed tabled

New Business

Agenda Item: Communications Data Dashboard Update

Jacob Kern gave an in-depth review of the new Communications Data Dashboard, with details of how Google Analytics can and will be used to provide a better understanding of resident use of and interaction with the various communication channels available to them.

Discussion

Brian, Connie and the Committee members discussed the rollout of ActiveNet and the communications around it to residents. Allison suggested a more positive approach be used for the messaging. Connie reiterated the need to communicate a firm deadline. Jacob recommended exploring the use of chat/GPT to help hone the communications.

Next Meeting Date: 01 June 2023

Adjournment:

Time: 9:31 a.m.

Motion: Move to adjourn

Motion by: Debbie Wells

Second by: Maureen Dudley

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.