



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: 01 June 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	Scott Finley	X	
Staff	Lee-Yen Elliot	X	
Staff	Connie Baxter	X	
RZR Solutions	Jacob Kern	X	

Action Item: Approval of Minutes

Date of Minutes to be Approved: 04 May 2023

Motion: Approve minutes for May 4, 2023.

Motion by: Maureen Dudley moved approval. Second by: Allison Pitts

Motion: **passed** failed tabled

Introduction: New Communications Director Scott Finley

Scott, the Committee, Staff members and Consultant exchanged introductions. Scott shared his background, experience, and resume. A brief explanation of the interview process was

discussed. Board Liaison Amanda Batson reviewed Scott's upcoming 811 article with the group.

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

All previously reviewed and submitted governing documents were approved by the Board. May Board of Directors meeting also included further discussion on the Beach Club renovation project.

Old Business

Agenda Item: Video Strategy Update

Committee member Sally Huggins provided an update on the videography company being chosen – Stonebridge Videography. Ultimate ownership of the videos was discussed, with Scott stating that based on his experience, SRCA should be able to maintain ownership.

Agenda Item: 2023 Priorities: Website Considerations

Jacob Kern provided insight on his discussions with multiple website development companies concerning enhancing the effectiveness of the SBR website, while making it more user friendly. Two companies – Tiny Frog and Creative Momentum – will present to the Committee on potential enhancements to the site during future meetings. Committee member Maureen Dudley and Connie Baxter recommended focusing on companies that specialize in HOA websites

New Business

Agenda Item: Challenges and Opportunities in SRCA Communications

Due to time constraints, Amanda and Scott touched briefly on some initial thoughts with the intention to cover this topic in more depth at the next meeting

Next Meeting Date: 06 July 2023

Adjournment:

Time: 9:32 a.m.

Motion: Move to adjourn

Motion by: Chuck Collins

Second by: Sally Huggins

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.