



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 November 2023

Call to Order Time: 8:30 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	
	Debbie Wells	X	
	Jim Young	X	
Board Liaison	Amanda Batson	X	
Staff	Brian Matt		X
Staff	Scott Finley	X	
RZR Solutions	Jacob Kern	X	

Action Item: Approval of Minutes

Date of Minutes to be Approved: 05 October 2023

Motion: Approve minutes for October 05, 2023.

Motion by: Jim Young moved approval. Second by: Tom Harju

Motion: **passed** failed tabled

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

The 2024 Budget was presented and adopted at the October 12 Board meeting. The meeting included a review of SBR water usage, which has been second highest in McKinney. The October 26 meeting updated the Beach Club project focus to the pool and ancillary buildings.

Old Business

Agenda Item: Beach Club Update

Board Liaison Amanda Batson and Committee member Debbie Wells are resuming the search for the best PR firm to effectively communicate the Beach Club property value factor to residents. Homeowner engagement and understanding is crucial.

Agenda Item: Magazine Publisher Report

Communication Director Scott Finley discussed the publisher choice of Community Matters going forward. They will provide 8 digital issues (with postcard notice) and 4 print issues in 2024. Discussion included a need for the postcard to be readily identified as a resident tool.

Agenda Item: Data Analytics Report

Jacob Kern and Scott shared the latest update on the visitors and usage of the website and other measurable communications avenues.

New Business

Agenda Item: Editorial Calendar

Scott spoke to the 2024 editorial plan and reviewed the status of the December magazine, which will include the Budget and Board election updates.

Agenda Item: Strategic Plan 2024

Amanda and Scott reviewed the 2023 Strategic Plan and item action tracking. The 2024 Plan draft was provided with Committee discussion around the importance of focus on resident understanding and ownership.

Action Item:

Motion: To adopt the 2024 Strategic Plan with discussed edits

Motion by: Maureen Dudley Second by: Tom Harju

Motion: **passed** failed tabled

Agenda Item: Committee Officer Elections for 2024 Service

Action Item:

Motion: Election for 2024 Committee Officers – Debbie Wells, Chairman and Chuck Collins, Secretary

Motion by: Jim Young Second by: Tom Harju

Motion: **passed** failed tabled

Next Meeting Date: 07 December 2023

Adjournment:

Time: 9:35 a.m.

Motion: Move to adjourn

Motion by: Maureen Dudley 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.