



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:** 07 December 2023

**Call to Order Time:** 8:33 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: 02 November 2023

**Motion: Approve minutes for November 02, 2023.**

Motion by: Maureen Dudley moved approval with agreed edit. Second by: Jim Young

Motion: **passed** failed tabled

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

The Board of Directors meeting included a review of the proposed language for the 2024 Strategic Plan Communications priority.

## Old Business

Agenda Item: Beach Club Update

Board Liaison Amanda Batson and Communication Director Scott Finley discussed the level of need for replacement of the pool and equipment. 4 firms have been chosen to present proposals later in December.

Agenda Item: Website Refresh

Amanda, Scott and Jacob Kerns provided Communication Director Scott Finley provided an update on the Website refresh. Several needs and ideas were discussed with the Committee, focusing on items that could be “behind a secure wall”. Suggestions included the calendar/ events schedule, submission of forms, applications and payments, and budget information. Jacob spoke of the need to make the calendar more user friendly. The Committee requested that Jacob provide further analytics on resident’s usage of the website, based on determined needs.

## New Business

Agenda Item: Survey Tools Options

Jacob gave a general overview of the survey tool possibilities. The Committee will provide specific feedback to Scott and Jacob to better understand the ultimate goal.

Agenda Item: Ads and Sponsorship Discussion

Amanda and Debbie will be the Sub-Committee, providing the Committee with a more detailed understanding of the options for ads and possible sponsorships going forward.

Agenda Item: Editorial Calendar

Scott reviewed the main topics being covered in the next issue of the magazine. Features will include on the Board elections and emergency preparedness. He also mentioned a possible name change to the Friday E-Blast.

**Next Meeting Date:** 01 February 2024

## Adjournment:

Time: 9:32 a.m.

### **Motion: Move to adjourn**

Motion by: Maureen Dudley      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.**