



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 March 2024 **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 | Amber Pendergrass | X | |
| Staff | Scott Finley | X | |
| RZR Solutions | Jacob Kern | X | |

Call to Order Chairwoman Debbie Wells called the meeting to order with quorum established.

Action Item: Approval of Minutes

December 7, 2023 minutes had been voted on by Committee cybervote and were ratified at this meeting. Chuck Collins and Jim Young moved for ratification.

Date of (Most Recent) Minutes to be Approved: 01 February 2024

Motion: Approve minutes for February 01, 2024.

Motion by: Maureen Dudley moved approval. 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 discussion on managing guest and guest fees. A review of the Stonebridge and TXDot land transaction for the Hwy 380 Project. Agreement to continue the relationship with the current Tennis Program through 2024

Old Business

Agenda Item: Ads and Sponsorships Update

Board Liaison Amanda Batson and Communication Director Scott Finley are in discussions with CMI to explore opportunities for future sponsorships.

Agenda Item: Amenities Committee Racquet Club Communication's Request

The Communication Committee discussed last month's request and recommended listing tennis and pickleball tournaments on the main SRCA events calendar (website and magazine) and posting them on the Association's Facebook page. Additionally, they should be posted at each of the applicable courts.

Agenda Item: Beach Club Update

The Beach Club pool is scheduled to operate with current equipment through the 2024 pool season. The Board and Grand Manors continue to explore various replace/repair options for use beyond the 2024 season.

Agenda Item: Website Refresh

Chairwoman Wells reviewed an extensive list of SRCA website refresh ideas compiled from Committee member input. Focus points included resident ease of use, easy access to information, use of video and homeowner vs public access. Scott and Jacob will review the feedback to provide the Committee with possibilities.

New Business

Agenda Item: Policy Guideline Reviews

Chairwoman Wells and Board Liaison Batson reviewed the up-to-date versions of the following SRCA guidelines/policies, which were discussed and voted on by the Committee.

Motion: Approve 2024 Communications Committee Guidelines

Motion by: Chuck Collins moved approval. Second by: Tom Harju

Motion: passed failed tabled

Motion: Approve 2024 Social Media Channels Guidelines

Motion by: Maneesh Moota moved approval. Second by: Tom Harju

Motion: passed failed tabled

Motion: Approve 2024 Social Media Channels Guidelines

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

Motion: passed failed tabled

Agenda Item: Communications Update

Scott discussed the positive feedback he's received on posts and articles that include a friendly and/or humorous angle to them and the impact this has on residents increased interest in a topic.

Next Meeting Date: 04 April 2024

Adjournment:

Time: 9:38 a.m.

Motion: Move to adjourn

Motion by: Jim Young Second by: Tom Harju

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.