



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 April 2024 **Call to Order Time:** 8:37 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

Date of Minutes to be Approved: 07 March 2024

Motion: Approve minutes for March 07, 2024.

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

Motion: **passed** failed tabled

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

On March 28 the Board of Directors met for an Organizational Meeting and follow up discussion on the Annual Meeting held in March. Jon Dell'Antonia remained in place and new Board member Nathan de Guia was added as a result of the recent election. Following the Organizational Meeting, the regularly scheduled monthly Board meeting was conducted.

Old Business

Agenda Item: Ads and Sponsorships Update

Board Liaison Amanda Batson stated that discussions continue between the sub-committee and CMI to determine the opportunities on sponsorships.

Agenda Item: Amenities Committee Racquet Club Communication's Request

A response to the Amenities Committee concerning the Racquet Club communication is on hold for the time being.

Agenda Item: Beach Club Update

Amber Pendergrass provided an update on the Beach Club pool repair status, including the probability of enlisting a "leak detection" company to determine the extent of the issue. RFP's for possible repairs would ultimately be requested.

Agenda Item: Website Refresh

Chairwoman Wells reviewed where the website data analytics project stands, and the Committee provided feedback on priorities of what would be most useful. Some initial reports should be available for Committee review by the May meeting.

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 Editorial Guidelines (with edit concerning magazine Post Card).

Motion by: Chuck Collins moved approval. Second by: Maureen Dudley

Motion: **passed** failed tabled

Motion: Approve 2024 Social Media Interaction Policy

Motion by: Debbie Wells moved approval. Second by: Chuck Collins

Motion: **passed** failed tabled

Motion: Approve 2024 Common Properties Signage Policy

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

Motion: **passed** failed tabled

Agenda Item: Communications Update

Scott and the Committee discussed the recent message concerning assessment payments. Scott provided updates on resident communication channel usage. The official SRCA Facebook page membership continues to grow at 4.2K members. There are 7.7K E-Blast subscribers with a 59% open rate. CiraNet sign-up and usage is also increasing.

Next Meeting Date: 02 May 2024

Adjournment:

Time: 9:31 a.m.

Motion: Move to adjourn

Motion by: Tom Harju Second by: Maneesh Moota

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.