



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: 06 June 2024 **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	
	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: 02 May 2024

Motion: Approve minutes for May 02, 2024.

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 Board of Directors meeting was held on May 23. All Communications Committee Policies and Guidelines were reviewed and approved by the Board as presented. New Board Treasurer, Micheal Warner, was introduced.

Old Business

Agenda Item: Ads and Sponsorships Update

Board Liaison Amanda Batson stated that a possible 2 to 3 internally managed Sponsorship events may take place in 2024 to better understand best practices going forward.

Agenda Item: Beach Club Update

Amanda and Amber Pendergrass provided an update on the Beach Club pool. The leak detection company has identified leakage and will continue provide further testing, and possible repair scenarios and options. A focus on ensuring the best spend of the Association's funds will be top priority.

Agenda Item: Project Website

Committee Chairwoman Debbie Wells and Scott Finley reviewed the detailed website audit to identify key issues found on the site. The Committee discussed the SRCA resident website survey draft created by Maureen and Debbie, resulting in some minor revisions. Further discussion around correcting key issues versus a complete redesign. Maureen motioned that minor issues found on the audit be fixed, Jim seconded. The survey will be held until the budget allows a more comprehensive redesign.

Agenda Item: Landscape & Grounds Communication Request

Scott provided an update on the communication around the upcoming landscape efforts and changes, including the need for hydro-zoning.

New Business

Agenda Item: Communications Update

Communications Director Scott Finley shared updates on resident communication channel usage. The SRCA Facebook page membership has grown to over 4500. The Friday Flash subscribers and open rates continue to grow with an open rate exceeding 50%. The recent pool update received 2300 views and some shares.

Text communication to residents will continue to be explored. Maureen suggested it might be used at least for the most important and urgent matters.

Scott will send a reminder to the Commiuttee that due to the July 4th holiday, the next meeting will be August 1st.

Next Meeting Date: 01 August 2024

Adjournment:

Time: 9:31 a.m.

Motion: Move to adjourn

Motion by: Jim Young Second by: Maureen Dudley

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.