



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: 01 Aug 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: 06 June 2024

Motion: Approve minutes for June 06, 2024.

Motion by: Jim Young moved approval. Second by: Maneesh Moota

Motion: **passed** failed tabled

Report: Board of Directors Update -- Presented by Board Liaison Amanda Batson.
Comm Com Mtg Minutes – 01 Aug 2024

Board Liaison Amanda Batson reviewed the recent Board of Directors meeting which was held on July 25. The Board approved a Request for Qualifications (RFQ) for landscape architecture firms to partner with SRCA on the Beach Club renovation. Pre-submittal meeting was set for 8/6/24. RFQ responses from each firm are due on or before 8/23/24. The Board will narrow from that point based on the developed scoring system. The new Community Room and Sponsorship programs will launch on September 1. Amanda also announced that previous Executive Director Greg Herbst is returning to fill the position of General Manager.

Old Business

Agenda Item: Beach Club Update

The Committee reviewed the previously provided "Project Crown Jewel" communication plan from the Power Group and identified several areas in need of renewed focus and revision.

- I. Infrastructure Findings: Amanda provided an update on the infrastructure issues with the Beach Club.
- II. Communications Plan: Chairwoman Debbie Wells and Communications Director Scott Finley led the Committee in discussions concerning the needs around communication concerning the ongoing Beach Club project. These included development of an FAQ page, a recurring tagline and icon, and the possibility of resident focus groups as options are established.

New Business

Agenda Item: Communications Update

Scott Finley shared updates on resident communication channel usage. There continues to be an interest in re-starting a text communication channel for residents to opt in to.

Scott plans to move towards more Stonebridge Ranch centric articles for the magazine going forward.

Next Meeting Date: 05 September 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.