



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:** 03 Oct 2024

**Call to Order Time:** 8:31 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	Greg Herbst	X	
Staff	Scott Finley	X	
Staff	Mia Hays	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: 05 Sept 2024

**Motion: Approve minutes for September 05, 2024.**

Motion by: Maureen Dudley moved approval. Second by: Jim Young

Motion: **passed** failed tabled

**Report:** Board of Directors Update -- Presented by SRCA General Manager, Greg Herbst.

Greg Herbst reviewed the recent Board of Directors meeting which was held on September 26. The Board discussed narrowing down to 3 architectural firms for the Beach Club project. Board President Jon Dell'Antonia and Greg are reviewing proposals from each to determine the one who best meets the Association's needs for the process.

The meeting also included a brief discussion around the 2025 budget and reviews of the application and payment policies. Updates of existing lake, fountain and retaining wall projects were also provided. The landscape companies have been chosen, with some changes.

## **Old Business**

Agenda Item: SRCA Magazine Publisher

Communications Director Scott Finley provided an update on the status of the SRCA Magazine. The contract with the current publisher will end with the last printed issue for January 2025. A new publisher will publish the magazine digitally starting February 2025 and going forward. An increased focus on refreshing the SRCA website to provide residents with a user friendly source of community information.

Agenda Item: Beach Club Update

Greg and Scott gave a general outline on the Beach Club renovation project. Once the architectural firm has been determined, initial processes - surveying, soil tests and topographical/boring, should start when possible. Conceptual designs should become available later in 2025. Updates will be provided to residents via the Friday Flash and posted on the SRCA website.

## **New Business**

Agenda Item: Strategic Communications Session with The Power Group

Chairwoman Debbie Wells lead a discussion on timing of the Committee meeting with The Power Group. A November 8<sup>th</sup> meeting was confirmed. This meeting will allow the Committee to review and discuss ideas to enhance Beach Club project communications to residents.

Agenda Item: Communications Update

Scott shared the latest resident communication vehicle usage numbers, with 7000+ Constant Contact subscribers and 4.8K Facebook page members.

**Next Meeting Date:** 07 November 2024

**Adjournment:**

Time: 9:27 a.m.

**Motion: Move to adjourn**

Motion by: Jim Young 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.**