



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 Nov 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	Scott Finley	X	
Staff	Amber Pendergrass	X	
Staff	Maya Hayes	X	
Power Group	Amy Power	X	
Power Group	Hope Beitchman	X	
Power Group	Meagan Byrne	X	

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

**Introductions** Committee members and members of The Power Group team exchanged introductions and backgrounds.

## **Action Item: Approval of Minutes**

Date of Minutes to be Approved: 03 Oct 2024

**Motion: Approve minutes for October 03, 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.**

Board Liaison Amanda Batson reviewed the recent Board of Directors meeting which was held on October 10. The Board approved the 2025 Budget, and the 2025 annual assessment was determined. Assessment notifications are going out to residents now. The 2025 Budget no longer includes funding for printed communications, i.e. the magazine. Two firms provided additional info on the Beach Club project.

## **Old Business**

### **Agenda Item: Beach Club 2.0 Update**

Amanda discussed the selection of the Kimley-Horn landscape architectural firm to partner with SRCA on the Beach Club 2.0 project. A professional services agreement has been signed, allowing us to move forward with initial steps. Updates will continue to be provided to residents via the Friday Flash and posted on the SRCA website.

### **Agenda Item: SRCA Magazine & Stabilization of Website**

Communications Director Scott Finley provided an update on the status of the SRCA Magazine. 6 digital publication firms are under consideration. The new publisher will publish the magazine digitally starting Feb. 2025. Committee member Maureen Dudley reiterated the need for the magazine to continue to be proprietary. The last printed issue will be for January 2025. Stabilization of the current SRCA website to ensure access to important information will continue.

### **Agenda Item: SRCA Website Total Refresh**

Staff Management Amber Pendergrass and Maya Hayes led the discussion around requirements and needs for a total refresh of the SRCA website to provide residents with a more comprehensive and user-friendly source of community information. The Committee provided feedback on the importance of security, content and unified access from all devices. Committee members stressed that resident and other Committee priorities must be a focus. A sub-committee will be formed to initiate an RFP for the website rebuild.

### **Agenda Item: Work Session with The Power Group**

Debbie and Amy Power of The Power Group provided insight and highlights of the firm. Committee members asked questions in preparation for the Nov 8 meeting with TPG.

## **New Business**

Agenda Item: Communications Committee 2025 Strategic Plan

Debbie and Amanda reviewed the draft of the Communications Committee 2025 Strategic Plan. Debbie motioned for approval and Chuck seconded. The Committee approved the plan with verbiage around the need of a companion App for the website being added. The Board will review to provide final approval.

Agenda Item: Election of Committee Chair and Secretary for 2025

Jim Young motioned for current Chair, Debbie Wells and Secretary, Chuck Collins to be re-elected. Meneesh Moota seconded the motion. The Committee voted for both to serve again in 2025.

Agenda Item: Communications Update

Scott shared the latest resident communication vehicle usage numbers, with over 7700 Friday Flash subscribers and a positive 57% open rate.

**Next Meeting Date:** 05 December 2024

## **Adjournment:**

Time: 9:35 a.m.

**Motion: Move to adjourn**

Motion by: Jim Young    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.**