



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: 05 Dec 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	Kris Grooms	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.

Action Item: Approval of Minutes

Date of Minutes to be Approved: 07 November 2024

Motion: Approve minutes for November 07, 2024.

Motion by: Debbie Wells moved approval. Second by: Tom Harju

Motion: **passed** failed tabled

Beach Club 2.0 FAQ Update: The Power Group

The Power Group messaging plan around Beach Club 2.0 continues to be updated. The SRCA Board complete an initial review and the Communications Committee will provide input.

Report: Communication Model

Board Liaison Amanda Batson reviewed information on the revised communication model. General Manager Kris Grooms expanded on the direction going forward. SRCA will partner with The Power Group to enhance and ensure quality content will be included in all communications to residents.

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

Amanda reviewed the recent Board of Directors meeting which was held on November 21. The Board reviewed and approved updates on the 2025 Committee Strategic Plans. The extension of the contract with The Power Group was discussed.

Old Business:

Agenda Item: In person Beach Club workgroup afterthoughts/updates

The in person workgroup meeting was discussed and recapped.

Agenda Item: SRCA Magazine Final Edition Status

The Communications Committee briefly reviewed the Magazine plan, with the January 2025 edition being the final printed version. This will be communicated to residence via the Friday Flash email.

Agenda Item: SRCA Website Taskforce Advisory Report

Committee members Debbie Wells (Chairwoman) and Maureen Dudley reviewed the Taskforce Advisory Report with the Committee. Discussion included the pros, cons and differences on various providers – GoDaddy – WordPress – Wix. The Committee agreed on several key points.

- The focus and energy should be on a website rebuild versus a refresh.
- The importance of resident trust, reliability and user-friendliness of the site.
- Simple to use, with navigation to frequently used info in a maximum of 2/3 clicks.
- It should include a secure resident only area, in addition to an outward facing public section.

New Business

Agenda Item: 2025 Meeting Schedule

After discussion, a motion was made to continue the Committee meetings via Zoom on the first Thursday of each month, except for holidays months of January (9th) and July (10th).

Motion: Move to approve 2025 meeting schedule as discussed

Motion by: Maureen Dudley Second by: Chuck Collins

Motion: passed failed tabled

Next Meeting Date: 09 January 2025

Adjournment:

Time: 9:29 a.m.

Motion: Move to adjourn

Motion by: Chuck Collins 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.