



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 April 2025

Call to Order Time: 8:35 a.m.

Location: Virtual via Zoom

Attendance:

Member	Name	Present	Absent
	Chuck Collins	X	
	Maureen Dudley	X	
	Sally Huggins	X	
	Maneesh Moota	X	
	Frank Spina	X	
	Debbie Wells	X	
	Jim Young	X	
Comm Candidate	Tom Gerace	X	
Board Liaison	Bill Arnold	X	
Staff	Meera Roxas	X	

Call to Order Committee Chairperson Debbie Wells called the meeting to order with quorum established.

Action Item: Approval of Minutes

Date of Minutes to be Approved: 06 March 2025

Motion: Approve minutes for March 06, 2025.

Motion by: Frank Spina moved approval.

Second by: Jim Young

Motion: **passed** failed tabled

Introduction: Introductions were exchanged between the Committee and Board member and new Committee Board Liaison Bill Arnold and prospective new member Tom Gerace.

Report: Board of Directors Update -- Presented by Board Liaison Bill Arnold.

- Bill reviewed the recent Board of Directors meeting, which was held on March 27. The Board continues to focus on requesting qualifications from various sub-contractors, which will fall under Kimley-Horn. The results of the Beach Club resident survey will be a major factor in determining the path forward on the project.

Old Business:

Agenda Item: Beach Club Project (Keen Research Survey)

- Debbie and Digital Content Director Meera Roxas provided a status update on the plan and timing of the Beach Club resident feedback survey, which will be managed by Keene.
- The survey availability is being communicated to residents now, with the deadline for completion currently set for April 19.
- Keen is planning to provide updates on completion 2 to 3 times per week. Meera is requesting additional metrics.
- Debbie and Meera reviewed the plan for promoting resident completion, including in the Friday Flash and on the SRCA website and official Facebook page.
- Committee Member Maureen Dudley recommended that signage throughout the community could be another effective way to promote completion. Meera will request the signs.
- Amy Power from The Power Group provided an update on the Beach Club project video and took feedback from the Committee on enhancements.

Agenda Item: SRCA Website Development Status Report –

- Meera stated that RGB, the contractor working on the final edits of the website refresh. There will be a specific timeline, but the site will be a “living” project. Debbie requested that the Committee have final review of the site upon completion.

Agenda Item: Digital Content Director Update

- Meera gave updates on all the SRCA communications channels usage. There have been 153 additional channel sign-ups in the last 60 days and an increase of over 1% in the last 30 days (since the annual meeting). Engagement (open rate) on Friday Flash has dramatically increased, now up to 62% (vs previous 27%).
- Meera and the Committee discussed possible topic ideas for the digital magazine.
- Debbie, Meera and Amy reviewed the transition of the writing all of “non-Beach Club related” communications from The Power Group to Meera, including Friday Flash, the website and the Stonebridge Ranch Magazine.

New Business:

Agenda Item: Guideline/Policies Guidelines Review

- Debbie provided a preview of the Guidelines review the Committee will do at the May meeting.

Next Meeting Date: 01 May 2025

Adjournment:

Time: 10:13 a.m.

Motion: Move to adjourn

Motion by: Chuck Collins

Second by: Frank Spina

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.