



Vistoso Community Association
Communications Committee – January 6th, 2020
945 W. Vistoso Highlands Drive - GENERAL SESSION MINUTES – APPROVED

- The meeting was called to order at approximately 3:00 pm. Members present were: Dan Sturmon, Sarah Nelson, Dena AuCoin, and Gayle Lopez. Jim Dobbin was absent. Also present with FirstService Residential was Colleen Holland, General Manager; Trenais Bryant, Assistant Manager; and Alexa Byrd, Administrative Assistant.
- Approval of December 2nd, 2019 Minutes – **Motion to approve the minutes, with a correction to correctly spell Dena’s AuCoin’s name, was made by Dan Sturmon, seconded by Dena AuCoin. Motion Carried.**
- Old Business – None.
- Review Q4 2019 Newsletter – Theresa from Alphagraphics was in attendance. The Committee discussed making good use of the tabs on the side of the pages. When ads aren’t correct, there is some maneuvering available on Alphagraphics end, but advertisements need to be initially submitted in a clear, correct size and format. Moving forward Theresa is requesting that the initial submittal of the newsletter and proofs are more streamlined.
- New Business – None.
- Direction for Future Newsletters – Regarding Preserve Vistoso, the Communications Committee will not revise their article. Preserve Vistoso is responsible for differentiating their ad and any revisions. Grammar corrections need to be addressed and revised the first time of review of the articles. Plan to contact the tenants of the commercial properties to advertise in the future.
- Topics for Q1 Newsletter – Garage sale will be on April 25th, the fourth weekend in April. Shredding events will stay in October. To be included in the future: Calendar/Agenda; election to be about 2-3 pages including ways to vote, as well as the list and bios of the candidates; address the successes of the Committees, what has been accomplished so far and the future goals, as well as inviting volunteers; President’s letter; article from the General Manager; continuing Compliance article; AAA; highlight parks and what is covered by the master association; Gayle to provide an article on “Sense of Community”. Possible ideas: Letter from the Treasurer; article addressing master vs sub-associations; quarter size article on numbers regarding new construction, new homeowners, homes sold; re-cap Town of Oro Valley topics at Board meetings and strengthening the presence of Vistoso Community Association in the Town of Oro Valley. Promote a more positive vibe and attitude moving forward.
- Q1 Newsletter Calendar – Scheduled to be mailed in March and in mailboxes March 16th. Have a goal to have the newsletter in mailboxes the last week before the end of the quarter. Strive for consistency as the Committee moves forward. Once the full proof of the newsletter is ready, the Committee will create one google drive folder for all to revise and make notes on one at a time.
- As Brought Forth – The Nomination Committee will be mailing out multiple items coming up and they need to be run by the Communications Committee prior. When the new website is live, the Board of the Directors need correct contact emails for all. Discussed the option of rolling out the new website at the Annual Meeting.



- With there being no further business, a motion to adjourn at 4:30 pm was made. **Motion carried unanimously.**

Next Meeting Date – February 3rd – 3:00pm – 945 W Vistoso Highlands Drive