



Vistoso Community Association
Communications Committee – February 3rd, 2020
945 W. Vistoso Highlands Drive - GENERAL SESSION MINUTES – APPROVED

- The meeting was called to order at approximately 3:05 pm. Members present were: Dan Sturmon, Sarah Nelson, Dena AuCoin, Jim Dobbin, and Gayle Lopez. Also present with FirstService Residential was Trenais Bryant, Assistant Manager.
- Approval of January 6th, 2020 Minutes – **Motion to approve the minutes, with a correction to change the year on the Agenda from 2019 to 2020, was made, motion carried unanimously.**
- Old Business – Committee wants to view articles before their due date. The Committee would like to have more power and control over the articles and items in the newsletter in the future. Gayle Lopez’s article on “Sense of Community” shall be an ongoing article. Discussion ensued regarding including past agendas and minutes in future newsletters. The Committee members agreed upon cover photo #7 out of the 12 options Alphagraphics provided.
- New Business – It has been noted that there are about 600 property sales throughout the community in the past year. A possibility of an “outreach” section was considered. As well as a meet and greet for new residents on a reoccurring basis. This may eventually open up to include sub-associations.
- Going Green Strategy – The “going green” survey shall be in its own standalone email blast, to consider how the residents will continue to read the newsletter in the future. As well as consider what the residents will be interested in reading. Dena AuCoin read to the Committee the current questions, and Gayle Lopez provided revisions to the questions. Going green survey shall address the response of those that still want to receive a hard copy of the newsletter. Gayle Lopez also suggested that once the newsletter has officially gone green, staff shall complete the newsletter in house, and that hard copies shall not be available in the office as it will be a costly expense to print a small number of newsletters at a time. Research if the interest of advertisers will still be there when newsletter has officially gone green. In addition, a QR code to be included in the upcoming newsletter referencing going green.
- As Brought Forth – Discussed that there is a very short timeline for the 1st nomination letter to go out. IRS verbiage to state “Board of Directors” approval, not “Finance” approval.
- With there being no further business, a motion to adjourn at 4:00 pm was made. **Motion carried unanimously.**

Next Meeting Date – Monday March 2nd – 3:00pm – 945 W Vistoso Highlands Drive