



Vistoso Community Association  
Communications Committee – April 6<sup>th</sup>, 2020  
Zoom Platform - GENERAL SESSION MINUTES – APPROVED

- The meeting was called to order at approximately 3:00 pm. Members present were: Dan Sturmon, Sarah Nelson, Jim Dobbin, and Gayle Lopez. Also present with FirstService Residential was General Manager Colleen Holland Alexa Byrd, Administrative Assistant.
- Approval of March 2<sup>nd</sup>, 2020 Minutes – A **Motion to approve the minutes was made by Dan Sturmon, Jim Dobbin second, motion carried unanimously.**
- Review of Newsletter – The Committee discussed the latest newsletter and asked about opinions. The committee would like an option to do an opt. out option for the newsletter. Also, the Committee wants to advertise that the Newsletter is digital on the website if homeowners are not interested in getting a hard copy.
- Calendar – The committee discussed the dates for the newsletter and how everything will fall for the newsletter. The Committee agreed to have the newsletter in the mailboxes by the 29<sup>th</sup> of June. Sarah Nelson mentions that she would like to eliminate all meetings that are held on Mondays. The Committee has agreed to change the meeting to the Second Wednesday of each month at 3pm.
- Town of Oro Valley Contribution – Sarah Nelson spoke with the Committee asking for input in collaborating with the Town of Oro Valley to help with communication throughout the community. The Committee has agreed to add a “Project page” on the website and have hyperlinks on that page for things going on within side of Vistoso Community Association.
- Survey Status – Staff and the Committee agreed that in order to send out the Survey there needs to be a better platform to send it from.
- Email Blasts – Committee Involvement going forward – The Committee would like that staff researches different platforms to use for Mass Communications. Alexa Byrd will present the different platforms as well as pricing at the next meeting. The Committee would like to have a schedule for specific topic i.e “Cleaning after pets’ be on mass com 1 and 3 Friday.
- Website – Input for adding special topic pages – The Committee would like to add specific taps in the website so its easy to access for homeowners. The Committee has asked staff to gather day to day questions they receive so the Committee can compose a better FAQ page. The Committee wants to add a spot in the website that will link to a staff members email that says, “Can’t find what you are looking for, ask a staff member”.
- As Brought Forth – None
- With there being no further business, a motion to adjourn at approximately 4:30 pm was made. **Motion carried unanimously.**

Next Meeting Date – Wednesday May 13<sup>th</sup> @ 3pm – Zoom Platform