



Vistoso Community Association
Communications Committee – November 11, 2020
Zoom Platform - GENERAL SESSION MINUTES Draft

- The meeting was called to order at approximately 3:00 pm. Members present were Sarah Nelson, Daniel Sturmon, Dena AuCoin, and Pat Gutman. Also present with FirstService Residential was General Manager; Colleen Holland, Assistant Manager; Trenais Bryant and Compliance Coordinator; Michell Alvarez and Administrative Assistant; Annette Lyons.
- Adopt Revised Agenda – **A motion was made to approve the revised agenda to add column “D” to the Newsletter Discussion to discuss adding a topic on wildlife animals to the newsletter or website by Daniel Sturmon, seconded by Dena AuCoin. Motion carried unanimously.**
- Approval of Minutes – **A motion was made to approve of October 14, 2020 minutes by Daniel Sturmon, seconded by Pat Gutman. Motion carried unanimously.**
- Newsletter Discussion
 - a. Dedicated Call to Candidates Newsletter mid-December – Content was requested from the Board to include in Decembers newsletter.
 - b. Sponsors: Two sponsors have confirmed inclusion in the 2012 newsletter – Discussed that we are to reach out to current advertisers to determine if they would like to continue to be in the newsletter as sponsors.
 - c. Discuss TOV list of business for inclusion – The committee has offered the Town of Oro Valley local businesses a showcase in the newsletter to provide their website for holiday shopping. The committee has determined to offer sponsorship for local businesses at a reasonable cost. The list of local businesses is to be added to the website.
 - d. Including wildlife animals in newsletter/website – Committee discussed the possibility about adding wildlife animals to the newsletter. This is to help homeowners understand the do’s and don’ts if they are to encounter a wildlife animal. FAQ’s are also in the works of being established to also include this useful information on the website.
- Newsletter Process – Committee and staff are to create a reference guide on a sequence of tasks when creating the newsletter to show how it all comes together. This guide is to help the committee and staff bring the newsletter together in the event a member is unable to fulfill the task. So far, a skeleton draft has been established but is not ready to be presented.
- Website – Analytics for the website and audience report are to be presented at least every quarter if not every month about how the newsletter has grown and how efficient it is for homeowners.
- FAQ Revision Review - The committee is currently compiling more information to update the FAQ tab on the website to help homeowners with potential questions.
- Engagement with communications committee – Daniel Sturmon has compiled a draft for the Architectural Landscaping Review Committee and has sent it to the communications committee for feedback. The goal is to tackle one committee per month on the newsletter.



- Other – Team building exercise – “Stages of Team Growth” – Exercise was tabled
- With there being no further business, a motion to adjourn at approximately 3:45pm was made. **Motion carried unanimously.**

Next Meeting Date – Wednesday December 9, 2020 @ 3:00pm – Zoom Platform