



**Vistoso Community Association**  
**Communications Committee – December 9, 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, Jim Dobbin, Dena AuCoin, and Pat Gutman. Also present with FirstService Residential was General Manager, Colleen Holland; Assistant Manager, Trenais Bryant; Compliance Coordinator, Michell Alvarez, and Administrative Assistant, Annette Lyons.
- Adopt Revised Agenda – **A motion was made by Daniel Sturmon to adopt the agenda with the addition of adding Town of Oro Valley Community Academy to accrue submission announcing the 2021 Academy Program for town citizens for inclusion into our next newsletter, seconded by Pat Gutman. Motion carried unanimously.**
- Approval of Minutes – **A motion was made to approve the minutes of November 11, 2020 by Daniel Sturmon, seconded by Pat Gutman. Motion carried unanimously.**
- Newsletter Discussion
  - a. Sponsors - Three sponsors have confirmed inclusion in the 2021 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.
  - b. Committee Distribution Calendar – A 2021 Community Distribution Calendar is going out
- Newsletter Process Status - 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. There was also discussion of purchasing software.
- Wildlife – There was discussion on having a Frequently Asked Questions (FAQ) section, what wildlife residents can expect to encounter, an area for wildlife, or just an occasional article? We can also put a link to wildlife information in the newsletter. Pat Gutman will write an article and present it at the next meeting.
- FAQ Revisions 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 – The Committee is to draft an article on the Communications Committee to include in the next newsletter.
- Call for Agenda – Share analytics in January Newsletter, as well as Digital and Mass Communication for Call For Candidates.



- Town of Oro Valley Academy – **A Motion was made to accrue submission of the Town of Oro Valley’s 2021 Citizens Academy Program to the January newsletter by Daniel Sturmon, seconded by Sarah Nelson. Motion carried unanimously.**
- With there being no further business, a motion to adjourn at approximately 3:45pm was made. **Motion carried unanimously.**

Next Meeting Date – Wednesday January 13, 2021 @ 3:00pm – Zoom Platform