



Vistoso Community Association
Communications Committee – February 10, 2021
Zoom Platform - GENERAL SESSION MINUTES - Draft

- The meeting was called to order at 3:00 pm. Members present were, Daniel Sturmon, Jim Dobbin, Dena AuCoin, Pat Gutman and Susan Wood. Also present with FirstService Residential was Assistant Community 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 staff email addresses to newsletter, seconded by Jim Dobbin. Motion carried unanimously.**

- Approval of Minutes – **A motion was made to approve the minutes of the January 13, 2021 meeting by Daniel Sturmon, seconded by Jim Dobbin. Motion carried unanimously.**
- Co-Chair Discussion – Dena AuCoin will step down from the Committee effective immediately. Her recommendation was to continue having Co-Chair model. Pat Gutman agreed to serve as Co-Chair.
- Kindness Rocks and Little Library Projects – A homeowner requested permission to continue the Kindness Rocks in her front yard year-round, as well as install a little library in the community for residents to take and donate books. Both will need approval from ALRC Committee before an article can be published in the newsletter.
- Newsletter Discussion – It was discussed that due to the 2021 Election and staff changes, the newsletter will go on hiatus for March and April. Mass communication emails will be sent to homeowners, to be scheduled in advance, in lieu of the newsletter. The email communications will remind owners of the VCA newsletter sponsors and will list the names of the sponsors. Dan and Susan will also compose communication about the playground equipment refurbishing project for inclusion in the mass communication emails.
- 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. Still in progress.
- VCA Website Analytics - The most current analytics for the VCA website and newsletter (audience traffic overview) report was presented by Jim Dobbin.
- Call For Agenda – None.
- With there being no further business, a motion to adjourn at approximately 3:45 p.m. was made. **Motion carried unanimously.**

Next Meeting Date – Wednesday, March 10, 2021 at 3:00 p.m. – Zoom Platform