



**Vistoso Community Association
Communications Committee – January 13, 2021
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, and Dena AuCoin. Absent was Pat Gutman. Also present with FirstService Residential was General Manager, Colleen Holland; 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 Accessibility to the VCA website, seconded by Jim Dobbin. Motion carried unanimously.

- Approval of Minutes – **A motion was made to approve the minutes of the December 9, 2020 meeting by Jim Dobbin, seconded by Daniel Sturmon. Motion carried unanimously.**
- Newsletter Discussion
 - a. Sponsors – It was reported that four sponsors were included in the January 2021 newsletter. Discussion followed that the VCA staff will send follow up emails to sponsors quarterly, as well as solicit new sponsors that homeowners may find beneficial. It was also suggested to break up the Sponsor section throughout the newsletter, so they are not all at the bottom. Staff will add names of Sponsors on the next meeting agenda.
 - b. Committee Distribution Calendar – Staff will continue to email meeting agendas and minutes to Jim Dobbin to upload to VCA website.
- 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
 - a. Website Analytics. The most current analytics for the VCA website (audience traffic overview) report was presented by Jim Dobbin. It was suggested that the General Manger write an article regarding updating homeowners on the status of the VCA's amenities to be published in the Message From The Manager section of the February 2021 newsletter. There was also discussion on formatting the newsletter so that it is easier to read.
 - b. Uploading Committee Charters on VCA Website. Discussion on what section of the website to upload Committee Charters, what format to put them in, etc. A request was made to determine which Committee Charters are missing from the website and will be presented at the next meeting.
 - c. Website Usage Data. Committee Chair shared an email she received regarding VCA website usage data.
- FAQ Revisions Review - The committee is currently compiling more information to update the FAQ tab on the website to help homeowners with potential questions.



- With there being no further business, a motion to adjourn at approximately 4:05 p.m. was made.
Motion carried unanimously.

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