



Vistoso Community Association
Communications Committee – Date: June 8, 2022
Zoom Platform - GENERAL SESSION MINUTES Draft

Members present: Committee Chair Gayle Lopez, Caren Hill, and Mary Fischer.
Staff present with FirstService Residential: Assistant Community Manager, Priscilla Harris, and Administrative Assistant, Andrea Hargrave.

- I. Call to Order
The meeting was called to order at approximately 1:02 pm.
- II. Adopt Agenda
A motion was made to amend the agenda to add discussion of the Newsletter Calendar, by Mary Fischer and seconded by Caren Hill. Motion carried unanimously.
- III. Approve Minutes May 11, 2022
Motion made by Caren Hill and seconded by Mary Fischer to approve the May 11th Minutes. Motion carried unanimously.
- IV. Discussion of web/newsletter analytics
Reviewed articles that had the most clicks and visits in the May 13th Newsletter. Gayle Lopez directed management to work with Jim Dobbin to obtain trending analytics from 2021 to compare to the current year.
- V. Review of June Newsletter articles
Gayle Lopez updated the committee on the new logo for 'Around Rancho Vistoso', and to incorporate the new logo in the June Newsletter. Mary Fischer advised her name and contact info were incorrect, Andrea Hargrave will work with Jim Dobbin to correct Mary's name on the website and the committee contact list. Also, discussed altering placement of 'Meet Your Neighbor' and 'Did You Know' to see if it affects total user engagement.
- VI. Calendar Discussion
The committee review the current newsletter calendar and found several date discrepancies. Andrea Hargrave will work with Jim Dobbin and former Community Coordinator, Stephanie Medart to obtain clarification on the calendar and the dates in question.
- VII. Discussion of July Newsletter article topics
The committee review potential interviewees for the July 'Meet Your Neighbor' article. Gayle Lopez will contact David Light to provide an article for the next 'Greeting from the Board' article. David's key topics will be to explain the reserve study and operations funding.
- VIII. Adjournment
With there being no further business, a motion to adjourn at approximately 1:41 pm was made by Gayle Lopez and seconded by Caren Hill. Motion carried unanimously.

Next Meeting Date: Wednesday, July 13, 2022 @ 1:00pm – Zoom Platform