



Vistoso Community Association
Communications Committee – Date: July 13, 2022
Zoom Platform - GENERAL SESSION MINUTES Draft

Members present: Committee Chair Gayle Lopez, Jim Dobbin, Tim O’Keefe, and Mary Fischer.

Staff present with FirstService Residential: Assistant Community Manager, Priscilla Harris.

- I. Call to Order
The meeting was called to order at approximately 1:04 pm.
- II. Adopt Agenda
A motion was made to adopt the agenda, by Tim O’Keefe and seconded by Jim Dobbin. Motion carried unanimously.
- III. Approve Minutes June 08, 2022
Motion made by Jim Dobbin and seconded by Tim O’Keefe to approve the June 8th Minutes. Motion carried unanimously.
- IV. Discussion of web/newsletter analytics
Reviewed articles that had the most clicks and visits in the June Newsletter. An estimated 50% of traffic averaged a 50% opening rate. Jim Dobbin advised open rate may be higher than actual views due to the preview option in most email browsers. One article was missing a hyperlink, Jim Dobbin will review the hyperlinks on every article registered in the newsletter.
- V. Review of June Newsletter articles
The Vistoso Preserve article was the most popular article for the month of June. Discussed feedback from members regarding the newsletter, and ratings for the June article. Gayle Lopez suggested adding updates from Barbara Daoust to keep the community informed on projects and improvements, called ‘The VCA Snapshot.’ Priscilla Harris discussed creating opportunities for community engagement and suggested creating a highlight titled ‘Critter of the Month’ where members can submit photos of their pets or animals in VCA natural areas. Priscilla shall draft an introduction article for ‘Critter of the Month’
- VI. Calendar Discussion
The committee reviewed the calendar and will have July’s newsletter posted as scheduled.
- VII. Discussion of August Newsletter article topics
The committee reviewed potential interviewees for the August ‘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. Mary Fischer provided an update that the Governing Docs committee is halting efforts on changing the CCRs and focusing on increasing voting activity and lowering the voting threshold from 75% to a simple majority.



VIII. Adjournment

With there being no further business, a motion to adjourn at approximately 1:52 pm was made by Gayle Lopez and seconded by Jim Dobbin. Motion carried unanimously.

Next Meeting Date: Wednesday, August 10, 2022, @ 1:00 pm – Zoom Platform