



Vistoso Community Association
Communications Committee – Date: September 14, 2022
Zoom Platform - GENERAL SESSION MINUTES Draft

Members present: Committee Chair Gayle Lopez, Tim O’Keefe, and Caryn Hill.
Staff present with FirstService Residential: Assistant Community Manager Priscilla Harris and Administrative Assistant Lindsey Marley.

- 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 include October article topics and review the Communications Committee Budget PowerPoint presentation, by Gayle Lopez and seconded by Caryn Hill. Motion carried unanimously.
- III. Approve Minutes June 08, 2022
Motion made by Gayle Lopez and seconded by Caryn Hill to approve the June 8th Minutes. Motion carried unanimously.
- IV. Review August Newsletter and Statistics
Reviewed articles that had the most clicks and visits in the August Newsletter. An estimated 50% of traffic averaged a 50% opening rate. The ‘Greetings from the Board’ article received the most views, and the ‘Did You Know?’ quiz came in second. Increased engagement with the ‘Community Events’ article and the ‘Snapshot’ General Managers report.
- V. Review of September Newsletter articles
Reviewed the article for September’s ‘Greetings from the Board’ article featuring David Light, VCA, Treasurer. Gayle Lopez, Chair, advised of ways to help provide insight for new members to navigate the article detailing the VCA Budget process. Tim O’Keefe tailored the ‘Did You Know’ article to expand on the VCA Budget process. Caryn Hill changed interviewees for the ‘Meet Your Neighbor’ article to the Ridgeview Board President, Karen Kreider, expanding on her life and previous career with Disney.
- VI. Discussion of October Newsletter article topics and website ideas
The committee reviewed potential interviewees for the October ‘Meet Your Neighbor’ article. Gayle Lopez discussed adding a ‘Budget 101’ article to expand on David Lights’ article from September. The article would provide definitions to help all members understand the terms used when discussing the budget. Caryn Hill will see if she can interview local rocket scientists. Gayle Lopez discussed interviewing Rob Feltes for the ‘Greeting from the Board’ article. The committee reviewed potential interviewees for future articles. Assistant General Manager advised that a ‘Critic of the Month’ was selected for October’s article.
- VII. Website ideas and statistics
A discussion took place to review the statistics starting 05/2022 to review engagement activity, obtain statistics and observe trends. The Committee provided direction provided to staff to obtain statistics and work with Webmaster Jim Dobbin to generate reports and provide statistics. Gayle Lopez advised she obtained photos of staff and the Board of Directors. The committee directed the Administrative Assistant to review the website for improvements to create a more modern, user-friendly website.



The goal is to expand the website as a vehicle to market the community and a resource tool. Administrative Assistant provided feedback from members about formatting and relabeling tabs. Caryn Hill suggested updating the home page photo with an updated photo that highlights the natural beauty of Rancho Vistoso. Prioritize the 'Resident Info' tab, which is the most used tab on the website.

VIII. Budget Communication Committee Presentation

The committee reviewed a PowerPoint presentation detailing the budget needs for the VCA website to operate and the costs to upgrade software plugins. Gayle Lopez elaborated on the necessity of the upgrades to keep the website up to date. She also expanded on the income and expenses of the website and how the newsletter costs dropped once print newsletters ended.

IX. Adjournment

With there being no further business, a motion to adjourn at approximately 1:55 pm was made by Gayle Lopez and seconded by Caryn Hill. Motion carried unanimously.

Next Meeting Date: Wednesday, November 9, 2022 @ 1:00pm – Zoom Platform