



Vistoso Community Association
Communications Committee – Date: October 12, 2022
Zoom Platform

Members present: Committee Chair Gayle Lopez and Tim O'Keefe.

Staff present with FirstService Residential: Assistant Community Manager Priscilla Harris

I. Call to Order
No Quorum Present.

I. Call to order at 1:01 p.m.

II. Adopt Agenda
No motion was made to adopt the agenda.

III. Approve Minutes September 14, 2022
No motion was made to approve September 14, 2022, minutes.

IV. Review of September Newsletter articles and stats
Reviewed September articles, the committee reviewed David Light's article and found it informative but difficult for the average VCA member to interpret. Statistics were not obtained due to the transition of the webmaster position now held by Tim O'Keefe. Moving forward, Tim shall distribute all statistics for each newsletter moving forward.

V. Discussion of October Newsletter article topics
Gayle Lopez shall write an article elaborating on David Lights' article, providing clarity on terms used and breaking down the reserve study in a simple, straightforward article. There shall not be a 'Meet Your Neighbor' article for October. The committee discussed how to obtain more interviewees for future articles. The committee discussed local events and reviewed requests from the Catalinas Community Chorus and SAACA to advertise local events in the 'Around Rancho Vistoso' section of the newsletter.

VI. Update on Website Transition
A meeting to overview WordPress and Mailchimp shall be scheduled by staff with the former webmaster, Jim Dobbin, and the new webmaster, Tim O'Keefe. The newsletter distribution through WordPress will be led by Tim O'Keefe, and staff shall distribute the email newsletter through MailChimp.

VII. Community Events:
The committee discussed how to inform the community of an upcoming event for the grand opening of a new park on Moore Loop Rd. The committee discussed ways to create member engagement. A meeting is scheduled for 10/13/22 with Board President Gayle Lopez, Parks and Landscaping Committee Chair Susan Wood, and the Assistant Manager to coordinate the event's details.

VIII. Adjournment
Meeting adjourned at 1:59 PM. The next meeting is tentatively scheduled for Wednesday, November 9, 2022, at 1:00 p.m.