



Vistoso Community Association
Communications Committee – Date: November 9, 2022
Zoom Platform - Communications Committee Minutes Draft

Members present: Committee Chair Gayle Lopez and Tim O’Keefe
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 Gayle Lopez and seconded by Tim O’Keefe. Motion carried unanimously.
- III. Approve Minutes September and October 2022 minutes
Motion made by Tim O’Keefe and seconded by Gayle Lopez to approve the September 14th and October 12th Minutes. Motion carried unanimously.
- IV. Review October Newsletter and Statistics
Reviewed articles that had the most clicks and visits in the October Newsletter. An estimated 50% of traffic averaged a 50% opening rate. The ‘Greetings from the Board’ article received the most views. Increased engagement with the ‘Community Events’ article and the ‘Snapshot’ General Managers report. The committee reviewed a decrease in overall engagement statistics and will observe seasonal trends in newsletter engagement.
- V. Discussion of November and December Newsletter article topics
Reviewed the articles for November and December. November’s ‘Greetings from the Board’ article shall feature ALRC Chair and VCA Board Secretary, Dan Sturmon in collaboration with Parks & Landscaping Committee Chair, Susan Wood. The article shall provide facts and information regarding the parks and trails available to VCA members. There will not be a ‘Meet Your Neighbor’ article in November and Gayle Lopez suggested Rob Feltes, VCA Board member and National Sales Manager of MasterPieces Puzzle Company. Assistant Manager advised a critter is needed for the December ‘Critter of the month article’. The committee discussed strategies to obtain more interviewees and critters for future articles.
- VI. Update on the Newsletter distribution process
Tim O’Keefe and the Assistant Manager discussed their meeting with former Webmaster, Jim Dobbin that occurred on 10/14/2022. Assistant Manager will take over the email distribution of the newsletter and shall perform all MailChimp programming. Webmaster, Tim O’Keefe shall take over WordPress and website programming duties. The committee’s goal is that the even distribution of publishing the newsletter will allow the committee to meet future deadlines and speed up the newsletter distribution process.
- VII. Community Events:
 - a. November Park Dedication
 - b. January Office Open House
 - c. March Pet Parade



The committee discussed the upcoming Park Opening Event on Moore Road on 11/12/2022. All email blasts were sent as scheduled; a successful voting platform was successfully installed on the VCA website. The Assistant Manager relayed the success of the naming campaign with a total of 223 votes between the askVCA email and online voting platform. A snippet inviting members to provide photos for the new VCA office was added to the November newsletter. The goal is to create office art using member's photos highlighting the natural beauty of Rancho Vistoso. The office opening and pet parade events are postponed until the office move is completed.

VIII. Adjournment

With there being no further business, a motion to adjourn at approximately 1:50 pm was made by Gayle Lopez and seconded by Tim O'Keefe. Motion carried unanimously.

Next Meeting Date: Wednesday, December 14, 2022 @ 1:00pm – Zoom Platform



December Newsletter		
Meeting		9-Nov
Completion Due Date		2-Dec
Send Date		9-Dec