



2022 Year-End Report – Communications Committee

Members:

- Gayle Lopez, Chair
- Caryn Hill
- Tim O’Keefe
- Priscilla Harris, VCA Staff
- Debra Deptula, VCA Staff

Responsibilities:

- Perform periodic reviews of the governing documents for accuracy, and for completeness and consistency.
- Review and make recommendations to the BOD regarding inquiries and proposals for additions, amendments, or deletions of the Association CC&Rs, Bylaws, Rules and Regulations and Resolutions, whether derived from the Board of Directors, Association management, other Association Committees or any Member.
- Submit proposed changes of the Association CC&Rs, Bylaws, Rules and Regulations, and Resolutions to the Board of Directors for subsequent action.
- Respond to requests for review of other Association documents from either the Board of Directors, Association management, or other Association Committees for compliance with the governing documents.
- Request approval from the Board of Directors to engage outside persons to provide expert opinion and services as deemed necessary.
- Develop and implement a two-tiered written consent voting strategy to acquire VCA resident support to accept updates of historical CC&Rs.
- Hold and manage “Town Halls” and informational workshops to the at large community.

2022 Accomplishments:

- **Launched Enhanced Newsletter Format** – Introduced new newsletter template that is more personal, visually attractive, and easier to navigate. New format has reoccurring article themes so readers can anticipate articles of interest. It also provides statistical feedback on clicks and views, allowing the committee to adjust content to readers’ interests.
- **Transitioned to New Webmaster** – For 3 years Jim Dobbin was the VCA’s dedicated and committed webmaster. He single-handedly developed, launched, and maintained the VCA website and issued the weekly VCA e-newsletter. No minor undertaking. Jim has passed the baton to fellow Communications Committee member, Tim O’Keefe. Tim is actively documenting the details of managing our website so that when it is his time to pass the baton, we can ensure a smooth transition.

- **Streamlined Newsletter Production and Distribution** – In the past, the webmaster was responsible for issuing the newsletter and maintaining the website and its content. Beginning this year, the responsibility of layout and distribution of the Mailchimp newsletter has been transferred to VCA staff. Communications Committee members remain responsible for writing the bulk of the content. This will lessen dependence of the newsletter on volunteer committee members and allow the webmaster to focus exclusively on the website.
- **On-going Website Content Refresh** – Fresh, timely, and informative content is needed to help make a website a valuable source of info. The Communications Committee works closely with staff and webmaster to ensure the information on the website is fresh and current.
- **Building a Sense of Community** – To help build a sense of community in Rancho Vistoso, articles that feature specific community members and their pets were added to the newsletter. Look for “Meet Your Neighbor”, “Critter of the Month”, and “Did You Know?” articles in the monthly newsletter.

2023 Objectives:

- **Explore Opportunities to Improve Monthly Newsletter** – Proactively review readership statistics to help expand readership. Evaluate ways to make newsletter more engaging.
- **Small Group Interviews/Presidents’ Forums** – Assist members of the VCA board and Governing Documents Committee by interviewing community stake holders regarding what the VCA is doing well, what we can improve on, how we can better work together, and gauge support for updating the VCA’s [CC&Rs](#). Initial interviews will be presidents of sub-HOAs. Will expand interview to other communities and commercial members.
- **Enhance Website Functionality** – Work with VCA staff to better understand what questions the field from members and modify website to that members can more easily find that information. Create new headers and layout to ease navigation of website.
- **Support Community Events** - Communications Committee will help support VCA staff in the VCA Photo Contest, VCA Office Open House, VCA Pet Parade, and other community events as warranted.
- **Support Committee Communication Needs** – Assist committees with getting their message out to community members via newsletter articles, website content, and/or other appropriate means.