



Vistoso Community Association
Communications Committee – Date: February 8, 2023
Zoom Platform - Communications Committee Minutes Draft

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

- I. Call to Order
The meeting was called to order at approximately 1:02 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 January 2023 minutes.
Motion made by Gayle Lopez and seconded by Gayle Lopez to approve the January Minutes. Motion carried unanimously.
- IV. Review January & February Newsletter and Statistics
Reviewed articles that had the most clicks and visits in the January Newsletter. An estimated 60% of traffic averaged a 10% opening rate. The ‘Greetings from the Board’ article received the most views. Increased engagement with the ‘Community Events’ article and the ‘Did You Know’ General Managers report. The committee reviewed a decrease in overall engagement statistics and will observe seasonal trends in newsletter engagement.
- V. Discussion of March Newsletter article topics
Reviewed the articles for January and February. Discussion occurred regarding the 2023 VCA Board of Director Election. The committee reviewed strategies to gather more Meet Your Neighbor interviewees. The newsletter will have an additional blurb for interviewees and interviewee recommendations for the ‘Meet Your Neighbor’ article. The committee shall work with staff to update Community Wide Announcements with upcoming capital projects, such as irrigation replacement and paving. The VCA Photo contest was determined to be decided at the end of the second week of February. Directions were provided to staff to release additional announcements via MailChimp to attract contest submittals.
- VI. Community Events:
 - a. February Photo Contest
 - b. February Office Open House
- VII. Adjournment
With there being no further business, a motion to adjourn at approximately 1:46 pm was made by Gayle Lopez and seconded by Tim O’Keefe. Motion carried unanimously.
- VIII. Next Meeting Date: Wednesday, March 8, 2023, @ 1:00 pm – Zoom Platform