



Vistoso Community Association
Communications Committee – Date: April 12, 2023
Zoom Platform - Communications Committee Minutes Draft

Members present: Committee Chair Randy Kohout, Tim O’Keefe, and Dan Sturmon
Staff present with FirstService Residential: Assistant Community Manager Priscilla Harris

- 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 add the Communications Committee Report by Dan Sturmon and seconded by Tim O’Keefe. Motion carried unanimously.
- III. Approve Minutes February and March 2023 minutes.
Motion made by Dan Sturmon and seconded by Tim O’Keefe to approve the February and March Minutes. Motion carried unanimously.
- IV. Review of March Newsletter Statistics and April Newsletter Articles
Reviewed articles that had the most clicks and visits in the March Newsletter. An estimated 50% 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. The Committee adjusted articles for the month of May to shorten their article to create more engagement. The Committee added an article encouraging members to join their Neighborhood Watch groups. Officer Snyder submitted the main body of the article snippet with OVPD. Articles removed from the April and all foreseeable newsletters are ‘Around Rancho Vistoso’ and ‘Meet Your Neighbor.’
- V. Discussion of May Newsletter article topics
Reviewed the articles for May, and it was determined that the primary focus of the May Newsletter shall recognize the volunteers of all committees. The Committee shall obtain quotes from committee members to include in a highlight. The ‘Critic of the Month’ shall be based more on seasonal critters and facts about the local environment.
- VI. Committee Report
The Committee discussed the monthly report provided by Committee Chair, Randy Kohout. The Committee was overall pleased with the information relayed in the report. The Committee advised the report should be brief and should not exceed one page.
- VII. Adjournment
With there being no further business, a motion to adjourn at approximately 1:45 pm was made by Dan Sturmon and seconded by Tim O’Keefe. Motion carried unanimously.
- VIII. Next Meeting Date: Wednesday, May 10, 2023, @ 1:00 pm – Zoom | Hybrid Platform