



Vistoso Community Association
Communications Committee – Date: May 10, 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 1:10 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 - April 2023 minutes
Motion made by Dan Sturmon and seconded by Tim O’Keefe to approve the April Minutes. Motion carried unanimously.
- IV. Review of April Newsletter Statistics and May Newsletter Articles
Reviewed articles that had the most clicks and visits in the April Newsletter. An estimated 58% of traffic averaged a 6% opening rate. The ‘Greetings from the Board’ article received the most views. A drastic increase in engagement with the ‘AAA Landscaping Tips’ article makes it the second in total engagement. Third in user engagement was the ‘Did You Know’ article, nearly tied with the OVPD Neighborhood Watch article. The Committee adjusted articles for the month of May to shorten their article to create more engagement. The Committee revised the ‘Snapshot’ article to highlight the top five priorities of the Board.
- V. Discussion of June Newsletter article topics
The committee discussed themes for the upcoming newsletter, and it was determined that the June Newsletter’s primary focus shall be on common violations and compliance. The updated ALRC Guidelines shall be linked due to a seasonal increase in landscaping violations. The Committee shall source facts and information for the article by working with Rob Feltes, Compliance Committee Chair, and Dan Sturmon, ALRC Chair. A landscaping reminder flyer will be added to the MailChimp newsletter. The ‘Critter of the Month’ shall feature a bobcat and facts about the local environment.
- VI. Discussion of the VCA Website layout and user metrics
The Committee discussed the VCA website and how to make the website more user-friendly. Suggestions were made to the webmaster, Tim O’Keefe, to give the ALRC Guidelines its own tab under the ‘Resident Info’ section and remove the E-Statement promotion banner, which ended on 4/30/2023. Tim O’Keefe discussed WordPress and GoDaddy programming with the committee and will research features to increase SEO for the VCA webpage on Google. Committee members will review the website and relay any suggestions at June’s meeting.
- VII. Adjournment
With there being no further business, a motion to adjourn at approximately 1:52 pm was made by Dan Sturmon and seconded by Tim O’Keefe. Motion carried unanimously.