



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

Members present: Committee Chair Randy Kohout 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 1:00 pm.*
- II. Adopt Agenda  
*A motion was made to approve the agenda by Dan Sturmon and seconded by Randy Kohout. Motion carried unanimously.*
- III. Approve Minutes – May and June 2023  
*A motion was made by Dan Sturmon and seconded by Randy Kohout to approve the May and June Minutes. Motion carried unanimously.*
- IV. Review of June Newsletter and Statistics  
*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 'Critter of the Month' article makes it second in total engagement. Third in user engagement was the 'Did You Know' article. The Committee adjusted articles for the month of June to shorten their article to create more engagement.*
- V. Discussion of July Newsletter articles and distribution  
*The committee discussed themes for the upcoming newsletter, and it was determined that the July Newsletter should focus on the Finance Committee and the VCA Budget and Reserve Studies. The Committee sourced facts and information for the article by working with Ted Dann, Finance Committee Chair. An E-Statement reminder flyer will be added to the MailChimp newsletter. The 'Critter of the Month' shall feature a hummingbird and facts about the local environment.*
- VI. Discussion of August & September article themes and topics  
*The Committee discussed a member's request to include an article reminding pet owners of proper pet-handling etiquette. The Committee added a new article, "The Member's Corner," highlighting VCA member concerns starting in August 2023. The theme for August's article is Richland, and the theme for September's article shall be streetlighting. The E-Statement promotional campaign is anticipated for an announcement in August's article.*

- VII. Request for article space for the Sun City Arts & Crafts Festival  
*The Committee reviewed a request to feature the Sun City Arts & Crafts Festival and Summer Sale in the VCA Newsletter. A motion was made by Randy Kohout and seconded by Dan Sturmon that an "Around Town" Tab would be created under the 'Community Info' tab and feature local information about events outside of Rancho Vistoso.*
- VIII. Communication Committee Charter – Update  
*The Communications Committee updated charter was approved by the VCA Board of Directors at the June 29, 2023, General Session Meeting.*
- IX. Review VCA Website Changes and Correspondence of Updates  
*This discussion reviewed basic updates and will continue with a more detailed discussion when the VCA Webmaster can attend the next meeting in August.*
- X. Review Sponsorship Blast and Ad Request for July Newsletter  
*A discussion occurred regarding the current sponsorship information and the newsletter format. Original sponsorship tiers were designed for printed newsletters and not for a digital format. The committee will work with the VCA Webmaster to obtain recommendations for format and quality for future ads. The committee will also obtain estimates, present sponsorship tiers and rates for each tier and present their recommendations to the committee at the August meeting. A motion to have legal counsel review the following sponsorship disclosure statement, "Paid Advertising for the Vistoso Community Association Newsletter," was made by Randy Kohout and seconded by Dan Sturmon. Motion carried unanimously.*
- XI. Adjournment  
*With there being no further business, a motion to adjourn at approximately 2:43 pm was made by Dan Sturmon and seconded by Randy Kohout. The motion carried unanimously.*

Next Meeting Date: Wednesday, August 9, 2023, @ 1:00 pm – Zoom | Hybrid Platform