



COMMUNITY ASSOCIATION

www.ranchovistoso.com

Vistoso Community Association

Communications Committee – Date: October 11, 2023

Zoom Platform - Communications Committee Minutes Draft

Members present: Randy Kohout (Chair), Dan Sturmon and Tim O'Keefe
Staff Present with FirstService Residential: Assistant Community Manager Priscilla Harris

- I. Call to Order
The meeting was called to order at approximately 1:03 p.m.
- II. Adopt Agenda
A motion was made to adopt the agenda as presented by Dan Sturmon and seconded by Tim O'Keefe. Motion carried unanimously.
- III. Approve Minutes – September 2023
A motion was made by Dan Sturmon and seconded by Tim O'Keefe to approve the September minutes. Motion carried unanimously.
- IV. Review of September Newsletter and Statistics
Reviewed articles that had the most clicks and visits in the September Newsletter. An estimated 63% of traffic averaged a 12% opening rate. The 'Greetings from the Board' article received the most views. Second in user engagement was the 'Did You Know' article—a drastic increase in engagement, with the 'Snapshot' article peaking at third in total engagement.
- V. Discussion of October Newsletter articles and distribution
The committee discussed themes for the upcoming newsletter, and it was determined that the October Newsletter should focus on the budgeting and reserving process. The Committee sourced facts and information for the article by working with Ted Dann, VCA Board Treasurer. It was agreed that the Snapshot article would be an unedited version of the General Manager's report to the September Board of Directors General Meeting minutes. An E-Statement promotion reminder will also be added to the MailChimp newsletter and included in the web version. A homeowner-submitted pet with a Halloween theme shall be featured in "Critter of the Month." The Committee discussed including an article on holiday lighting, which will be featured in "The Member's Corner". The VCA Community Yard Sale and VCA Fall Event shall also be featured.
- VI. Discussion of November article themes and topics
The theme for November's "Greeting from the Board" and "Did you know" articles shall be centered around local parks, holiday parking, and reservations. The E-Statement promotional campaign shall be featured. Photos of the Fall Event and October E-Statement raffle winner shall be included. A brief snippet overviewing holiday parking shall be featured in the 'Member's Corner' and an article overviewing the VCA 2024 Budget and its impact on assessments. November's Critter of the Month shall feature a wild roadrunner.
- VII. RVB Streetlighting Survey
The Committee reviewed the proposed Streetlighting Survey and prefaced questions with an article overviewing the streetlights' history along Rancho Vistoso Blvd. The committee

discussed methods to increase engagement with the survey and make the questions succinct and easy to understand. The committee advised adding a comment section and sending their preface statement and questions to the VCA Board for feedback and review. The survey shall be conducted through the VCA website and announced through VCA email blast and VCA newsletters upon Board approval.

VIII. Update on the VCA Website

The VCA Webmaster, Tim O'Keefe, provided a brief overview of the new layout of the VCA website per member recommendation. Newsletters have been moved to the 'Resident Info' tab; an 'What's Happening Around Town?' tab was added to the 'Community Info' tab to keep members informed about events outside of the VCA and Oro Valley. Budget and Reserve studies have their own designated tab under 'Your VCA.' The 2024 Reserve Study shall be added to this page.

VIII. Adjournment

With no further business, a motion to adjourn at approximately 1:59 p.m. was made by Dan Sturmon and seconded by Tim O'Keefe. The motion carried unanimously.

Next Meeting Date: Wednesday, November 8, 2023, @ 1:00 pm – Zoom | Hybrid Platform

