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**Vistoso Community Association**  
**Communications Committee – Date: November 8, 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 1:00 p.m.*

II. Adopt Agenda

*A motion was made to amend the agenda to include adding a YouTube account and video content for future VCA elections by Tim O'Keefe and seconded by Dan Sturmon. Motion carried unanimously.*

III. Approve October 11, 2023, Minutes

*A motion was made by Dan Sturmon and seconded by Tim O'Keefe to approve the October minutes. Motion carried unanimously.*

IV. Review of October Newsletter and stats

*Reviewed articles that had the most clicks and visits in the October Newsletter. An estimated 61% of traffic averaged a 12% opening rate. There was an overall decrease in engagement. The 'Greetings from the Board' article received the most views. Second in user engagement was the new 'Member's Corner' article—maintaining high engagement since its creation; last is the 'Around Town' article peaking at third in total engagement.*

V. Discussion of November Newsletter articles and distribution

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.

VI. Article Requests OV Path Forward and HR2298 update

The committee reviewed the request to include the OV Path forward survey and the survey logo and link will be included in the November Newsletter. The Committee reviewed the HR2298 request from the Governing Documents Committee and requested more information on what HR2298 is and its impact on the VCA's ability to enforce street parking.

VII. Discussion of December Newsletter article themes and topics

The theme for November's "Greeting from the Board" article shall be centered around focus group results and Call for Candidates. The "Did you know" article shall feature the accomplishments of the VCA in 2023. The E-Statement promotional campaign shall be featured. Photos of the November E-Statement raffle winner shall be included. December's Critter of the Month shall feature a dog in festive attire.

VIII. VCA Assessment of Increase and Budget 2024

The committee reviewed the sample verbiage supplied by the Assistant Manager and agreed to add a banner on top of the web and email newsletter for November.

IX. Adjournment

*With no further business, a motion to adjourn at approximately 1:59 pm was made by Randy Kohout and seconded by Dan Sturmon. The motion carried unanimously.*

The next meeting is tentatively scheduled for Wednesday, December 13<sup>th</sup>, 2023, at 1:00 PM.