



COMMUNITY ASSOCIATION

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Vistoso Community Association

Communications Committee – Date: December 13, 2023

Zoom Platform - Communications Committee Minutes Draft

Members present: Randy Kohout (Chair) 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 p.m.

II. Adopt Agenda

A motion was made to adopt the agenda by Dan Sturmon. and seconded by Randy Kohout. Motion carried unanimously.

III. Approve November 8, 2023, Minutes

A motion was made by Randy Kohout and seconded by Dan Sturmon to approve the November minutes. Motion carried unanimously.

IV. Review of November Newsletter and stats

Reviewed articles that had the most clicks and visits in the November Newsletter. An estimated 60% of traffic averaged an 11% opening rate. There was a seasonal overall decrease in engagement. The '2024 Assessment Dues Increase' announcement received the most views. Second in user engagement was the new 'Fall Festival Highlight' article—very high engagement and positive feedback received from those who attended the festival and last is the 'AAA Landscape Tips' article peaking at third in total engagement.

V. Discussion of December Newsletter articles and distribution

The theme for December's "Greeting from the Board" and "Did you know" articles shall be centered around the accomplishments made by the board for 2023 and Call for Candidates for 2024. The E-Statement promotional campaign shall be featured. Photos of the November E-Statement raffle winner shall be included. A brief snippet overviewing holiday lighting and decoration shall be featured in the 'Member's Corner.' December's Critter of the Month shall feature a festive dog.

VI. Article Requests OV Path Forward (reoccurring), Dark House Program, 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 every Newsletter until complete. The Committee reviewed the HR2298 request from the Governing Documents Committee and pending a legal opinion and final edit from the Governing Documents Committee. An article educating the membership of the complimentary 'Dark House' program provided by OVPD. Dan Sturmon agreed to provide a brief snippet informing the community of the next Planning & Zoning Commission meeting related to the development of high-density cluster residential housing on Vistoso Highlands Blvd.

VII. Discussion of January Newsletter article themes and topics

The theme for January's "Greeting from the Board" article shall be centered around Committees, their benefit to the community, and how to join. The "Did you know" article shall feature the accomplishments of VCA Committees in 2023. The E-Statement promotional campaign shall be featured. Photos of the December E-Statement raffle winner shall be included.

VIII. Adjournment

With no further business, a motion to adjourn at approximately 2:02 pm was made by Randy Kohout and seconded by Dan Sturmon. The motion carried unanimously.

The next meeting is tentatively scheduled for Wednesday, January 10th, 2024, at 1:00 PM.