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Vistoso Community Association

Communications Committee – Date: August 9, 2023
Zoom Platform - Communications Committee Minutes Draft

Members present: Committee Chair Randy Kohout 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 12:56 pm.
- II. Adopt Agenda
A motion was made to amend the agenda to add an article request from the Catalina Community Chorus and remove Sponsorship Tier for discussion by Randy Kohout and seconded by Tim O’Keefe. Motion carried unanimously.
- III. Approve Minutes – July 2023
A motion was made by Randy Kohout and seconded by Tim O’Keefe to approve the July Minutes. Motion carried unanimously.
- IV. Review of July Newsletter and Statistics
Reviewed articles that had the most clicks and visits in the April Newsletter. An estimated 60% of traffic averaged an 11% opening rate. The ‘Greetings from the Board’ article received the most views. A drastic increase in engagement with the ‘AAA Landscape Tips & Tricks’ article makes it second in total engagement. Third in user engagement was the ‘Did You Know’ article.
- V. Discussion of August 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 ‘Critic of the Month’ shall feature a hummingbird and facts about the local environment.
- VI. Around Town/Around Rancho Vistoso Article and Website Tab
The Committee discussed a member’s request to restore the “Around Rancho Vistoso” article. The Committee agreed to post non-VCA specific events in this article.
- VII. Discussion of September article themes and topics
The Committee discussed a member’s request to include an article regarding paint cans and hazardous waste, this will be featured in “The Member’s Corner,” article. The theme for September’s “Greeting from the Board” and “Did you know” articles shall be streetlighting. The E-Statement promotional campaign shall be featured. A homeowner submitted pet shall be featured in “Critic of the Month.”

VIII. Request for the presentation of Oro Valley: The First Fifty Years
The request for the presentation shall be replied to in writing to invited the requesting party to the VCA Fall Event scheduled for 10/21/2023.

IX. Adjournment
With there being no further business, a motion to adjourn at approximately 2:05 pm was made by Tim O'Keefe and seconded by Randy Kohout. The motion carried unanimously.

Next Meeting Date: Wednesday, September 13, 2023, @ 1:00 pm – Zoom | Hybrid Platform