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Vistoso Community Association

Communications Committee – Date: September 13, 2023
Zoom Platform - Communications Committee Minutes Draft

Members present: 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 12:56 pm.
- II. Adopt Agenda
A motion was made to amend the agenda to add the updated Resident Information Packet for discussion by Dan Sturmon and seconded by Tim O'Keefe. Motion carried unanimously.
- III. Approve Minutes – July 2023
A motion was made by Dan Sturmon and seconded by Tim O'Keefe to approve the August minutes. Motion carried unanimously.
- IV. Review of August Newsletter and Statistics
Reviewed articles that had the most clicks and visits in the April Newsletter. An estimated 61% of traffic averaged an 11% opening rate. The 'Greetings from the Board' article received the most views. A drastic increase in engagement with the 'Did You Know' article makes it second in total engagement. Third in user engagement was the new 'Member's Corner' article.
- V. Discussion of September Newsletter articles and distribution
The committee discussed themes for the upcoming newsletter, and it was determined that the September Newsletter should focus on Streetlights along RVB. The Committee sourced facts and information for the article by working with Matt Wood, VCA Board President, and Dan Sturmon, VCA Board Vice President, in collaboration with Monrad Engineering. An E-Statement reminder flyer will be added to the MailChimp newsletter. A homeowner-submitted pet shall be featured in "Critter of the Month." The Committee discussed a member's request to include an article regarding paint cans and hazardous waste, which will be featured in "The Member's Corner" article. The VCA Community Yard Sale and VCA Fall Event shall also be featured.
- VI. Discussion of October article themes and topics
The theme for October's "Greeting from the Board" and "Did you know" articles shall be the 2024 Reserve Study. The E-Statement promotional campaign shall be featured. The VCA Community Yard Sale and VCA Fall Event shall also be featured. A brief snippet overviewing updated VCA Documents shall be included.

- VII. Resident Information Packet – New Homeowner Information
The Committee reviewed the updated Resident Information Packet created by VCA Staff. A motion was made by Dan Stumon and seconded by Tim O’Keefe to recommend the updated Resident Information Packet to the VCA Board of Directors with one edit to page 14 to replace the word shall with will. Motion carried unanimously.
- VIII. Adjournment
With no further business, a motion to adjourn at approximately 1:33 pm was made by Tim O’Keefe and seconded by Randy Kohout. The motion carried unanimously.

Next Meeting Date: Wednesday, October 11, 2023, @ 1:00 pm – Zoom | Hybrid Platform