



**Vistoso Community Association**  
**Communications Committee – January 10, 2024**  
**Zoom Platform - Communications Committee Minutes**

Members present: Randy Kohout (Chair), Tim O'Keefe, 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 Randy Kohout and seconded by Tim O'Keefe. Motion carried unanimously.*

III. Approve December 13, 2023, Minutes

*A motion was made by Randy Kohout and seconded by Dan Sturmon to approve amendments to item #7 and remove Tim O'Keefe from the motion on item #2 in the December minutes. Motion carried unanimously.*

IV. Review of December Newsletter and stats

*Reviewed articles that had the most clicks and visits in the November Newsletter. An estimated 60% of traffic averaged a 3% opening rate. A significant drop contributed to the newsletter's distribution date and a seasonal overall decrease in engagement. The 'Did You Know' article received the most views. Second in user engagement was the new 'Greetings From The Board' article. Last is the 'Snapshot' article at third in total engagement.*

V. Discussion of January Newsletter articles and distribution

The theme for January's "Greeting from the Board" and "Did You Know" article shall be centered around the accomplishments made by the VCA Committees in 2023, with quotes from active volunteers highlighting the benefits of volunteering in the 'Did You Know' article. Links to the volunteer application form will be included. The E-Statement promotional campaign shall be featured. A brief snippet overviewing holiday lighting and decoration shall be featured in the 'Member's Corner.' January's Critter of the Month shall feature a bobcat. The latest update to the OV Path Forward will be added to January's newsletter. An article on HR2298 is on hold until further advisement is received from legal counsel.

VI. Discussion of February Newsletter article themes and topics

The theme for February's "Greeting from the Board" article shall be centered around the 2024 VCA Board of Directors Election with information on voting etiquette and procedures. A banner informing the community of the election with candidate information will be posted on the VCA website homepage. The E-Statement promotional campaign shall be featured. Links to the volunteer application form will be included.

VII. Adjournment

*With no further business, a motion to adjourn at approximately 1:33 pm was made by Dan Sturmon and seconded by Tim O'Keefe. The motion carried unanimously.*

The next meeting is tentatively scheduled for Wednesday, March 13<sup>th</sup>, 2024, at 1:00 PM.