



Vistoso Community Association
Communications Committee – February 14, 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

Tim O'Keefe made a motion to adopt the agenda, which was seconded by Dan Sturmon. The motion was carried unanimously.

III. Approve January 10, 2024, Minutes

Dan Sturmon moved, seconded by Tim O'Keefe, to approve the January 10th, 2024, minutes. The motion carried unanimously.

IV. Review of January Newsletter and stats

Reviewed articles that had the most clicks and visits in the January Newsletter. An estimated 60% of traffic averaged a 9% opening rate. A mild drop in engagement contributed to the newsletter's distribution date and a seasonal overall decrease in engagement. The 'Greetings From The Board' article received the most views. Second in user engagement was the "AAA – Tips & Tricks" article. Last is the 'Did You Know' article at third in total engagement.

V. Discussion of February Newsletter articles and distribution

The theme for February's "Greeting from the Board" will center on community updates and information on voting etiquette and procedures. The 'Did You Know' article will feature links to the candidate bios. The 'Oro Path Valley Path Forward' article will be featured. February's Critter of the Month will feature a neighborhood dog. The 'Dark House' program article will be featured. A banner informing the community of the election with candidate information will be posted on the VCA website homepage and email newsletter.

VI. Discussion of March Newsletter article themes and topics

The theme for February's "Greeting from the Board" article shall be centered around the 2024 VCA Annual Meeting and updates from the February 29th General Meeting decisions. The 'Did You Know' article will feature links to the candidate bios. A banner informing the community of the

election with candidate information will be posted on the VCA website homepage. The 'Oro Path Valley Path Forward' article will be updated with new verbiage and QR code. February's Critter of the Month will feature a hummingbird. The 'Dark House' program article will be featured. A banner informing the community of the election with candidate information will be posted on the VCA website homepage and email newsletter. Earlier distribution of the March Newsletter is anticipated to encourage election participation with increased engagement.

VII. Adjournment

With no further business, Dan Sturmon made a motion to adjourn at approximately 1:36 p.m., which was seconded by Tim O'Keefe. The motion carried unanimously.

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