



**Vistoso Community Association**  
**Communications Committee – March 13, 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 February 14, 2024, Minutes

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

IV. Review of February 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. Review of March Newsletter and stats

*Reviewed articles that had the most clicks and visits in the March 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 'Did You Know' article. Last is the 'Board of Director Candidate Announcement' article, which is third in total engagement.*

VI. Discussion of April Newsletter articles and distribution

The theme for April's "Greeting from the Board" will center on community updates and information on introducing the newly elected Board and thanking the directors who served the year before. The article 'Did You Know' will feature links to the committee objectives and facts about all VCA

committees. The 'Oro Path Valley Path Forward' article will be featured. April's Critter of the Month will feature a hummingbird nest.

VII. Discussion of the Annual Communication Committee Report

The Committee discussed their report on 2023 accomplishments. Statistics from WordPress and MailChimp will be added. Milini Simms, Town of Oro Valley Planning, will present on TOV's Path Forward.

VIII. Adjournment

*With no further business, Tim O'Keefe motioned to adjourn at approximately 1:47 p.m., which Dan Sturmon seconded. The motion carried unanimously.*

The next meeting is tentatively scheduled for Wednesday, April 10<sup>th</sup>, 2024, at 1:00 PM.