



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

Members present: Randy Kohout and Tim O'Keefe  
Guests present: Matt Wood, VCA Board President  
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

*Randy Kohout moved to adopt the agenda, which was seconded by Tim O'Keefe. The motion was carried unanimously.*

III. Approve March 13, 2024, Minutes

*Randy Kohout moved, seconded by Tim O'Keefe, to approve the March 13th, 2024, minutes with corrections. The motion carried unanimously.*

IV. Chair and Committee Introductions

The new Communications Committee Chair for 2024/2025 is VCA Board Director, Kathleen Hernandez. Additional Communications Committee members shall be appointed by the Board of Directors meeting on April 18<sup>th</sup>, 2024.

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, thanking the directors who served the year before, and featuring an article on Arizona House Bill 2298. The article "Did You Know" will feature major capital improvements the Board is scheduled to accomplish in 2024. The 'Oro Path Valley Path Forward' article will be featured. April's Critter of the Month will feature a coyote.

VII. Discussion of the VCA Street Parking for future newsletters

VCA President Matt Wood discussed the impacts of Arizona House Bill 2298, and the VCA's ability to enforce street parking rules. He reviewed the article's contents and information with the committee, and it will be ready for distribution in April's article.

VIII. May Newsletter Article Themes & Topics

The May Newsletter will introduce VCA Committees and their volunteers and feature articles on each committee's goals and accomplishments. A recurring banner regarding street parking enforcement and the impacts of Arizona House Bill 2298 will be featured on the VCA homepage and email newsletter. The Critter of the Month shall feature animals with their young or a wild cub/pup.

IX. Adjournment

*With no further business, Tim O'Keefe motioned to adjourn at approximately 1:58 p.m., which Randy Kohout seconded. The motion carried unanimously.*

The next meeting is tentatively scheduled for Wednesday, May 8<sup>th</sup>, 2024, at 1:00 PM.