



COMMUNITY ASSOCIATION

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**Vistoso Community Association**  
**Communications Committee – May 8, 2024**  
**Zoom Platform - Communications Committee Minutes**

Members present: Randy Kohout, Tim O'Keefe, Kathleen Hernandez, Joe Affinati  
Staff Present with FirstService Residential: Community Manager, Barbara Daoust and  
Administrative Assistant, Debbie Deptula

**I. Call to Order**

*The meeting was called to order at approximately 1:0 p.m.*

**II. Adopt Agenda**

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

**III. Approve April 10, 2024, Minutes**

*Tim O'Keefe moved, seconded by Randy Kohout, to approve the April 10, 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 member, Joe Affinati was 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 April Newsletter. A total of 550 people or 11% clicked a link in the email. A mild drop in engagement was attributed 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. A total of 550 people or 11% clicked a link in the email.*

**VI. Discussion of June Newsletter Articles and Distribution**

The theme for June's "Greeting from the Board" will center on community updates and information. The elected Board, the article "Did You Know" will feature major capital improvements the Board is scheduled to accomplish in 2024. The 'Oro Valley Path Forward' article will be featured. June's Critter of the Month will be done by Joe Affinati.

Tim brought up the question of how the newsletter should be produced in May given that he needs to create both the Web version of the newsletter as well as a version that is sent out as an email through Mailchimp. In the short-term Tim recommends sending the newsletters out using the current method. He will do some research to see if there are some improvements that could be made to the process. All agreed that this was fine for the short term.

#### **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. Joe Affinati submitted a picture of his dog with some text for the May newsletter.

#### **IX. Adjournment**

The next meeting is tentatively scheduled for Wednesday, June 12<sup>th</sup>, 2024, at 1:00 PM.

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