



**Stonebridge Ranch Community
Association**

**Minutes
Communications Committee Meeting
Oct 1, 2020/8:30AM**

Call to Order -- The October 1, 2020 meeting of the SRCA Communications Committee was called to order at 8:31 AM via Zoom conference.

Attendance -- Quorum was established. Those present included:

Committee Members: Allison Pitts, Chuck Collins, Maureen Dudley, Matt Miller,
Courtney Hugghins

Board Liaison/Interim Committee Chair: Amanda Batson

Ex-Officio Members: Erica Lee, Greg Herbst

Approval of September 2020 Minutes -- The minutes of the September 3, 2020, meeting were approved on a motion by Chuck Collins and a second by Maureen Dudley.

Board of Directors

Old Business

- SRCA Disaster/Emergency Preparedness/Community Disturbance Plan. The committee reviewed a draft brochure regarding preparation for disasters and emergencies and suggested edits. The revised brochure was approved on a motion by Maureen Dudley with a second by Allison Pitts.
- Branding/keywords - Communications Specialist Erica Lee provided a summary of branding and keywords to be used in SRCA communications. Three ideas resonated most with the committee, so these will be used in SRCA channels.
- Short-form article mock-ups were reviewed. Pending future reviews, the committee anticipates a roll-out of more short-form features in the January 2021 edition of Stonebridge Ranch News magazine.
- FB Group Posts: Status of Event Photos. The use of photos that include identifiable people on SRCA Facebook Group pages is pending until such time that media release questions are resolved.

New Business

- Longitudinal Editorial Calendar. News magazine content by month -- past, current, and draft prospective, was reviewed.

- Communications Updates.
 - November editorial content will be sent by Erica Lee to the committee for review and feedback.
 - Channel statistics were reviewed.
- Other. The committee briefly reviewed the draft 2021 SRCA ad for the McKinney Chamber of Commerce magazine.

Close and Adjournment

- The next meeting is scheduled for Thursday, November 5, 2020 at 8:30 AM via Zoom
- The meeting was adjourned at 9:33 AM on a motion by Chuck Collins and a second by Allison Pitts.