



**Stonebridge Ranch Community Association**

**Minutes  
Communications Committee Meeting  
November 5, 2020**

**Call to Order** -- The November 5, 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 Huggins

Board Liaison/Interim Committee Chairman: Amanda Batson

Ex-Officio Member: Greg Herbst. Ex-Officio Member not attending: Erica Lee.

**Approval of October 2020 Minutes** -- The minutes of the October 1, 2020, meeting were approved on a motion by Maureen Dudley and second by Chuck Collins.

**Board of Directors Update**

**Old Business**

- Strategic Plan 2020 - Communications update was reviewed.
- Short-form Article Mock-ups - Draft short-form article mock-ups were discussed, and suggestions provided.
- Chamber Advertisement 2021 - Several versions of the proposed SRCA advertisement for *McKinney Community and Relocation Guide 2021*, a publication of the McKinney Chamber of Commerce, were reviewed. The committee provided guidance for the final version.
- Disaster/Emergency Preparedness Plan Update -- This item was tabled.

**New Business**

- Homeowner Welcome Letter -- The current new homeowner welcome letter was reviewed. The committee discussed ideas for enhancing the homeowner welcome materials.
- Communications Updates -- The committee will provide feedback via e-mail on suggested Strategic Priorities for 2021 Communications. The SRCA Monthly Channel Snapshot was included in meeting materials.

**Close and Adjournment**

- The next meeting is scheduled for Thursday, December 3, 2020, at 8:30 AM via Zoom.
- The committee voted to adjourn at 9:34 AM on a motion by Chuck Collins and second by Allison Pitts.