

**STONEBRIDGE RANCH COMMUNITY ASSOCIATION, INC.**

**POLICIES AND PROCEDURES  
COMMUNICATIONS COMMITTEE GUIDELINES**

**Revision 9**

**05/27/2021**

**I. PURPOSE**

The Communications Committee will develop and oversee a communications strategy that promotes effective communication within the Stonebridge Ranch community and between the Stonebridge Ranch Community Association (SRCA) Board and residents.

**II. REFERENCES**

- A. Bylaws of Stonebridge Ranch Community Association, Inc.

**III. ORGANIZATION**

A. Structure:

1. The Committee shall consist of 5 to 7 volunteer resident homeowners. Temporary membership below five due to member turnover shall not prevent the Committee from conducting business. Quorum rules shall apply to the actual number of serving Committee members.
2. The members of the Committee shall select a Chairperson and a Secretary from within its membership. The Communications Committee has the option to elect a Vice-Chairperson, if the need is so determined by the Committee. The Board of Directors shall be notified of the Chairperson selection, who shall be subject to approval per the reference cited in Paragraph II.A (above).
3. The Chairperson shall preside at all Committee meetings, and the Secretary will be responsible for taking minutes at all meetings and submitting a copy of the minutes to the management company Director of Operations and Board of Directors Committee liaison. The management company Communications Specialist will be responsible for posting the approved minutes on the SCRA website.
4. The Chairperson shall be responsible for transmitting any and all committee recommendations to the Board of Directors, normally through the Board of Directors Liaison to the Committee, and in consultation with the management company Director of Operations.
5. In the absence of the Chairperson, the Vice-Chairperson, if one has been elected, or the Secretary will preside at meetings. If the Secretary is presiding, or if the Secretary is absent, another member will be asked to take minutes and fulfill the Secretary duties.
6. The committee may appoint up to two alternates. If appointed, alternates should attend regularly scheduled meetings of the committee and fill any vacancies in order for the committee to achieve its quorum requirements.

B. Membership:

1. Each Committee member shall be a resident homeowner and member in good standing of the Stonebridge Ranch Community Association. The management company Director of Operations will vet new Committee applicants to ensure their qualification status, and upon Committee recommendation, will forward the application to the Board for approval.
2. Resignations from the committee shall be effective on receipt of email or letter notification to the Committee Chair and management company Director of Operations.

C. Terms:

1. There shall be no term limits on committee members.
2. Understanding that committee members are volunteers, regular engagement in Committee business is important. More than 2 consecutive missed meetings shall result in committee review of the member's status.

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**D. Meetings:**

1. The Committee shall meet on a regular basis, as a guideline, a minimum of every two months. The Chairperson and Board of Directors liaison shall be responsible for deciding how many committee meetings are required throughout the year to successfully plan and conduct its activities.
2. The Board of Directors liaison, the management company Director of Operations and selected staff shall be invited to each meeting.
3. The Committee may schedule additional meetings as deemed necessary to accomplish its duties.
4. Meetings shall normally be held at the Association office, but they may be held at alternate locations as long as the location is published with adequate notice and agreement by the Committee.
5. A meeting schedule for the year shall be posted on the Association website and updated as changes occur.

**E. Quorum:**

1. A majority of the serving Committee members shall constitute a quorum for the transaction of business.
2. The vote of a majority of the members present at which a quorum is present shall constitute the decision of the Committee.

**IV. DUTIES**

**A. General Duties**

1. Oversee the quality and quantity of information distributed to and from the members of the Stonebridge Ranch Community Association. An important goal is to make all residents aware of the benefits and responsibilities of being a member of the Association and provide active communications between the residents and the Board of Directors and management company Director of Operations
2. Identify and understand the information needs of the residents
3. Develop and enhance communication channels which can be used to effectively communicate with SBR residents and ensure content addresses their needs.
4. Select the appropriate communication channels and frequency of communication to ensure messages are received by the homeowners.
5. Measure the effectiveness of communications and make improvements as needed.

**B. Specific Duties:** The Committee's specific duties will include interaction with management company Director of Operations regarding:

1. Publication of the *Stonebridge Ranch News* magazine. While editorial and production responsibility lies with Association staff, the Committee will provide assistance and counsel as required, ensuring resident interests are properly reflected in *Stonebridge Ranch News*. The Association staff will provide a draft of the monthly magazine for Committee review prior to publication. Committee members will have up to 24 business hours to submit their feedback and comments to the management company Communications Specialist.
2. The [www.stonebridgeranch.com](http://www.stonebridgeranch.com) website. The Committee will provide support and counsel in website operations, and in developing ways for increasing resident use of the website.
3. SRCA E-News Blasts, Broadcast Texts, and Social Media: The Committee will provide support and counsel to the Association staff in planning frequency and content.
4. New communication channels. The Committee will consider new channels and methods that will improve community communication and interaction. New channel proposals should consider staffing

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and resource requirements as vetted by the management company Director of Operations and will require Board of Directors approval prior to implementation.

5. In the event of a disaster or emergency, the Committee may be called upon to assist the Board of Directors and/or the management company in accordance with Tab E of the SRCA Disaster/Emergency Preparedness Plan.
6. The Committee may, as part of the SRCA budgeting process, submit an annual budget request to the Board of Directors properly detailing specific programs which involve a funding component.
7. The Committee will seek Board approval on all policy documents. In addition, the Committee will seek Board approval on projects with monetary commitment of the association.
8. The Committee is tasked by the Board of Directors to be alert for unapproved use of the SRCA logo, name, or images in a way that suggests an arrangement or affiliation with SRCA. If the Committee discovers a suspected copyright violation, it will bring it to the attention of SRCA Board President for referral to legal counsel or to the Board of Directors for appropriate action.

**C. Communications Planning, Approval and Execution**

1. Annual Planning - In conjunction with the Association staff, the Committee will develop and submit a budget request for the next calendar year with sufficient lead time to allow incorporation into the budgeting process in preparation for the October Board of Directors meeting. An editorial calendar for the following calendar year will be developed annually, to include proposed surveys or other special activities. The editorial calendar is intended to be an approved planning framework for the *Stonebridge Ranch News* magazine and other major communications initiatives. Significant changes will be submitted for approval at the discretion of the Board Liaison and the Committee.
2. The Committee will work with other SCRA committees and their Board Liaisons to develop long-term communications strategies to support their activities. The Committee will work with appropriate Board of Directors members or management company Director of Operations to support projects not assigned to a committee.
3. Any form of communication not included in the annual editorial calendar will be approved by the Board of Directors prior to publication and distribution.

**V. REVISION HISTORY**

<b>REVISION</b>	<b>DATE</b>	<b>CHANGES</b>
0	7/7/2008	Original
1	7/29/2008	Final
2	8/31/2009	Revised to new website
3	8/27/2015	Numerous administrative changes
4	9/8/2015	“CMA” changed to read “management company”
5	8/25/2016	Added IV. B. 8 regarding copyright infringement
6	05/24/2018	Removed Chairman and Secretary term limit
7	05/23/2019	Reviewed by Board of Directors – no changes
8	5/21/2020	Removed the word “two-way” in the phrase “active two-way communications” under Sec. IV.A.1.

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		Under point Sec. IV, B., 5, changed “the Committee will be prepared to assist the Board of Directors and/or the management company Director of Operations IAW Tab E of the SRCA Disaster/Emergency Preparedness Plan” to “the Committee may be called upon to assist the Board of Directors and/or the management company in accordance with Tab E of the SRCA Disaster/Emergency Preparedness Plan.”
9	5/27/21	Along with several minor edits for grammar and/or clarification, Revision 9 includes these updates: <ul style="list-style-type: none"><li>• III.A.2 permits the committee to elect a Vice-Chairperson if the need is so determined by the committee).</li><li>• III.A.5 determines who shall preside at meetings if a Vice Chair has been elected.</li></ul>