



Stonebridge Ranch Community Association

**Minutes
Communications Committee Meeting
May 6, 2021/8:30 AM
(Virtual Meeting)**

- 1) Call to Order -- The SRCA Communications Committee meeting for May 6, 2021 meeting was called to order at 8:32 AM.
- 2) Attendance -- Quorum was established with attendance as follows:
Present:
Committee Members: Allison Pitts, Chuck Collins, Maureen Dudley, Matt Miller, Afsaneh Talai, Courtney Huggins
Board Liaison/Interim Chairperson: Amanda Batson
Ex-Officio Members: Erica Lee
Absent: Greg Herbst
- 3) Approval of April 1, 2021, Minutes -- The minutes of the April 1, 2021, meeting were approved on a motion by Chuck Collins and second by Allison Pitts.
- 4) Board of Directors Update was presented.
- 5) Old Business
 - a) Homeowner welcome material:
 - i) The letter from management (CMA) will continue.
 - ii) The Committee will be reviewing a draft SRCA welcome brochure, which will be mailed to each Committee member to experience receipt as new homeowners would.
 - b) Budget assessment communications plan - The draft communications plan for the 2022 budget/assessment was considered. The committee suggested a quick announcement once the budget is adopted, using key bullet points, posts to the SRCA website, and transparent communications.
- 6) New Business
 - a) Policy and guideline reviews -- Three governance documents were reviewed:
 - i) Official SRCA Social Media Channels Guideline - reviewed, no changes, approved on a motion by Matt Miller and second by Chuck Collins

- ii) Social Media Interaction Policy -- reviewed, typos to be corrected, no other changes, approved on a motion by Maureen Dudley and second by Allison Pitts
- iii) Newsletter & Website Content Guideline - this Guideline has not been updated since 2018. The current Editorial Guidelines supersedes the 2018 Guideline. The recommendation to archive the Newsletter & Website Content Guideline was approved on a motion by Courtney Huggins and second by Matt Miller.

b) Communication Updates

- i) Media Consent/Image Permission Process -- SRCA Communications Specialist Erica Lee suggests initially using paper forms to collect signed permissions for use of images of identifiable persons.
- ii) Other -- Another potential advertisement for the News Magazine raised questions for the Committee to consider. As needed, the Committee will vote by email regarding publication of the ad.

7) The meeting was adjourned at 9:35 am on a motion by Afsaneh Talai and second by Matt Miller. The next meeting is scheduled for Thursday, June 3 at 8:30 AM.