



SRCA Communications Committee Meeting
Thursday, January 16th, 2020 at 3:00pm
SRCA Conference Room

Minutes

Attendance

Barbara Sarwar – Chair
Loretta Colgan
Nina Munson
Kathy Hippensteel
Mark Shimelonis

Staff Present

Kathe Barnes – SRCA Executive Director
Genevieve Long – SRCA Community Relations/Events Coordinator

- ❖ Call to Order: 3:00 PM
- ❖ Approval of Previous Meeting Minutes
- ❖ Overall review of communication tools
 - **Website Review**
 - Have new pictures taken of homes in each community.
 - Under Communities, have a click here link that links to Plan My Project Page to find Available Character Studies. Update/add all communities under Character Studies.
 - **SRCA Magazine**
 - Add blurb along the lines of ‘Support Your Local Restaurants’.
 - **Email Blast Review**
 - Add a suggestion form link at the bottom.
 - **Marketing SR**
 - Not enough inventory to make sense to advertise SR in newspaper, etc.
 - Tri-fold brochure – Not sure it makes sense to move forward at this point.
 - 40th Anniversary celebration
 - Social Committee will take over. Event will be wrapped up with the Concert In The Park event.
 - SRCA Video for website
 - Confirming with BofD in order to move forward.
 - Communications Committee to review the new resident packet folder.
 - Joni to update inserts within the packet.
 - Add individual Mercado coupons in the packet.
 - SR was offered to be in a podcast. The committee decided to hold off on this and will re-visit at a later date
- ❖ Open Discussion
 - Reach out to Senior Center regarding their expansion. Would they want us to advertise in our magazine?
- ❖ Next Meeting Date: 2-20-2020, 3:00pm
- ❖ Adjournment: 3:54pm