



SRCA Communications Committee Meeting
Thursday, February 20th, 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: 3:02 PM
- ❖ Approval of Previous Meeting Minutes: 1-16-2020
- ❖ Overall review of communication tools
 - **Website Review**
 - Have professional 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**
 - Flyer has been created and will be in the April-May issue - ‘Support Your Local Restaurants’.
 - **Email Blast Review**
 - **Marketing SR**
 - SRCA Video proposal of \$4,000 will be forwarded to the Board for approval.
 - Communications Committee to review the new resident Welcome packet folder.
 - Update old flyers for the welcome packet.
 - Use bullet points inside the Welcome packet for easier read.
 - Use vibrant color pictures from around the ranch for welcome packet folder.
- ❖ Open Discussion
- ❖ Next Meeting Date: 4-27-2020 – 3:00 PM
- ❖ Adjournment: 4:05 PM