



SRCA Communications Committee Meeting
Tuesday, September 1st at 2:00 P.M.
Zoom Webinar

Minutes

Attendance

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

Staff Present

Kathe Barnes – SRCA Executive Director
Genevieve Long – SRCA Community Relations

- ❖ Call to Order: 2:01 P.M.
- ❖ Approval of Previous Meeting Minutes
 - July 29th, 2020
- ❖ **SR Marketing Tools Review**
 - Alosant – mobile app platform www.alosant.com
 - ◆ An Alosant representative presented to the Committee what the app's functionality is designed for. The features allow residents to self-serve via the app, which can be anything from making reservations to use community amenities, rsvp-ing to events, signing documents and waivers, payment processing, having direct communications with the HOA at their fingertips and more.
 - ◆ The Committee was given access to review and explore a demo app.
 - ◆ The Committee will reconvene to discuss if the platform would be beneficial, as well as cost effective for SRCA.
 - **SRCA Video Tour**
 - ◆ The final video script was approved.
 - ◆ The script has been sent to Prime Image Media to review and make any additional edits if suggested.
 - **Welcome Packet**
 - ◆ A new welcome letter was approved and is written so it is welcoming new homeowners directly from the SRCA Board of Directors and Executive Director.
 - ◆ The prior welcome letter will be created into more of a flyer design versus a letter. Genevieve is tasked with this.
 - ◆ Community flyers inside of the packet to be updated. Genevieve is tasked with this.
- ❖ Next Meeting Date
 - September 14th, 2020 at 10:00 A.M.
- ❖ Adjournment: 3:25 P.M.