



**SRCA Communications Committee Meeting  
Monday, September 14, 2020 at 10:00 A.M.  
Zoom Webinar**

**Minutes**

**Attendance**

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

**Staff Present**

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

**Others Present**

Ruby Speth - Alosant  
Paul McDougall – SRCA resident

- ❖ Call to Order: 10:16 A.M.
- ❖ Approval of Previous Meeting Minutes
  - September 1, 2020
- ❖ **SR Marketing Tools Review**
  - Alosant – mobile app
    - ◆ Request Alosant to provide a link to allow our homeowners access to the demo app.
    - ◆ Committee will send Genevieve survey questions to compile and send out with the demo link in email blasts for homeowners to review.
    - ◆ Request viewer statistics for app from Alosant.
  - **SRCA Video Tour**
    - ◆ Committee approved the final script.
    - ◆ Final script has been sent to Prime Image Media.
      - Waiting to hear back from Prime Image Media regarding the next steps we will take.
- ❖ Open Discussion:
  - Genevieve will check on statistics regarding how many visitors we get on the SRCA website and what pages are mostly searched/viewed/clicked on.
  - Use Action titles for email blasts.
- ❖ Next Meeting Date
  - Wednesday, October 21, 2020 at 10:00 A.M.
- ❖ Adjournment: 11:01 A.M.