

**SCOTTSDALE RANCH
COMMUNITY ASSOCIATION
Communications Committee Meeting
Wednesday, October 21, 2020 at 10:00 A.M.
Via Zoom Webinar**

Members

Present: Nina Munson, Chair
Loretta Colgan
Barbara Sarwar
Mark Shimelonis
Kathy Hippensteel

Staff

Present: Kathe Barnes, Executive Director
Genevieve Long, Community Relations Coordinator

Call to Order: Nina Munson called the meeting to order at 9:59 A.M.

Approval of Minutes

MOTION: It was moved and seconded to approve the September 19, 2020 meeting minutes. Motion passed.

SRCA MARKETING TOOLS REVIEW

eUnify Community Portal / CommunityLink Mobile App demo

The committee agreed to move forward with the eUnify portal and mobile app versus Alosant. These apps are included in the price that SRCA is already paying to eUnify for the association database software. There would be a slight charge for use of the eVoting package. The Board will review the eUnify Community Link apps for final approval at their next meeting.

SRCA Video Tour

Genevieve is setting up a meeting with PrimeImage Media to discuss the next steps and to set a date to start filming.

SRCA Website Statistics – Vertical Axion

The committee requested that Genevieve send them the log in information to review SRCA website statistics. They were interested in things like: How many visitors click on various pages, unique clicks, how much time spent on certain pages, etc.

Open Discussion: None

Next Meeting Date: Wednesday, December 9th at 10:00 A.M.

Meeting Adjourned: The meeting was adjourned at 10:58 A.M.