

**SCOTTSDALE RANCH
COMMUNITY ASSOCIATION
Communications Committee Meeting
Tuesday, July 13, 2021 at 3:30 P.M.
Via Zoom Webinar**

Members

Present:	Nina Munson	Chair
	Greg Mona	Member
	Barbara Sarwar	Member
	Kathy Hippensteel	Member

Members

Absent:	Loretta Colgan	Member
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Staff

Present:	Kathe Barnes	Executive Director
	Genevieve Long	Community Relations Coordinator

Call to Order: Nina Munson called the meeting to order at 3:32 P.M.

Approval of Minutes

MOTION: It was moved and seconded to approve the December 15th, 2020 meeting minutes. Motion passed.

SRCA MARKETING

Magazine

- Members to review the verbiage on page 1, ‘Message From Your HOA’ and submit edit/update suggestions.
- Add fun shock effect with Board headshots. Hats, fun backgrounds, props, etc.
- Have residents submit photos to Genevieve of their summer vacation, crazy hair day, pets, etc. Photos will be published in the next magazine.

Website

- It offers a lot of resourceful information.

Email Blasts

- Send reminder about signing up for the online homeowner’s portal.
- Push for residents to download and use the homeowner’s portal mobile app – CommunityLink
- People depend on the eblasts for news not only just around SR but in the vicinity.

Homeowner Portal

- Add suggestions form under Quick Links.
- Goal is to have 2,050 residents register which is the same amount of residents that are registered for the email blasts.

Other Ideas

- Hold quarterly themed donation drives.
- Poll/survey residents regarding communications material. What are residents looking at the most? How many people read the magazine, eblasts, etc. Be short and precise. Cannot be biased with questions.

- Kathe will send the committee members the questions that were polled in previous years.
- Genevieve will look into costs of Survey Monkey.

Next Meeting

Date: Monday, August 30th at 4:00 P.M.

Adjournment: The meeting was adjourned at 4:21 P.M.