

**SCOTTSDALE RANCH  
COMMUNITY ASSOCIATION  
Communications Committee Meeting  
Tuesday, February 7, 2023 at 4:30 P.M.  
Via Zoom Webinar**

**Members**

<b>Present:</b>	Nina Munson	Chair
	Greg Mona	Member
	Kathy Hippensteel	Member

**Members**

<b>Absent:</b>	Barbara Sarwar	Member
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**Staff**

<b>Present:</b>	Kathe Barnes	Executive Director
	Genevieve Long	Community Relations Coordinator

**Call to**

**Order:** Nina Munson called the meeting to order at 4:43 P.M.

**Approval**

**of Minutes:** **MOTION:** The scheduled meeting on September 8, 2022 did not meet quorum, therefore there were not any minutes to approve.

**SRCA Marketing**

**Bi-fold Community Brochure**

- Completed, printed, and have started to mail out in New Resident Welcome Packets.
- Working on SRCA Amenities insert for New Resident Welcome Packet.

**Magazine**

- The committee agreed that the magazine is as good as it can be.
- Too bad more residents don't read it because it contains a lot of valuable information.

**Website**

- Add Login/Register to the Homeowner Portal tab.
- Change 'Communities' tab to read 'Our Neighborhoods'.
- Change out the front-page header pictures and check to see if we can have a revolving banner with 5 pictures or so.
- Have community contest for residents to take pictures around the Ranch to use on website.
- Social Media – add Facebook and Instagram logos at the bottom of website pages instead of listing under 'Media'.

**Email Blasts**

- The committee agreed to change up the eblast template. Genevieve to contact iContact regarding if we need their help with design on the back end again.

**Homeowners' Portal**

- We have been making a push in eblasts, for residents to register for the Homeowners' portal in order to vote for the upcoming Board election.

**Next Meeting Date:** Tuesday, May 9, 2023 at 4:30 P.M.

**Adjournment:** The meeting was adjourned at 5:21 P.M.