

**SCOTTSDALE RANCH
COMMUNITY ASSOCIATION
Communications Committee Meeting
Tuesday, August 8, 2023 at 4:30 P.M.
SR Conference Room and via Zoom Webinar**

Members

Present:	Nina Munson	Chair
	Louba Rapoport	Member (via Zoom)
	Kathy Hippensteel	Member (via Zoom)

Members

Absent:	Barbara Sarwar	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 4:30 P.M.

Approval

of Minutes: **MOTION:** It was moved and seconded to approve the February 7, 2023 meeting minutes.
Motion passed.

SRCA Marketing

Review of Communication avenues

- The committee agreed that the communication avenues we use are working well and they are a good balance of communication tools.
- In the SRCA magazine and/or eblasts highlight a ‘Good Neighbor’ or neighborhoods making an impact i.e., GAIN Night.
- In the SRCA magazine and/or eblasts have a section Did You Know? – listing where residents can access all of our communication tools.
- Genevieve to see what analytics we can find in the homeowner portal to see how many residents have registered and what pages residents’ access mostly.
- Ask residents for feedback on the portal regarding what they use the most and what is most helpful.

Open Discussion

- Place a link to the SRCA Community Brochure on the website, as well as a printable version.

Next Meeting Date: Tuesday, November 14, 2023 at 4:30 P.M.

Adjournment: The meeting was adjourned at 5:02 P.M.