

**SCOTTSDALE RANCH
COMMUNITY ASSOCIATION
Communications Committee Meeting
Tuesday, November 14, 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

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 4:31 P.M.

Approval

of Minutes: **MOTION:** It was moved and seconded to approve the August 8, 2023 meeting minutes. Motion passed.

SRCA Marketing

Review of Communication avenues

- The committee has agreed that SRCA communication avenues are solid.

Updates from last meeting

- Get more communities involved in neighborhood activities for ‘Good Neighbor’ write ups for the SRCA magazine. Ex: Neighborhood Watch Program
- Will periodically place “Did You Know” in magazines. (Where to find SRCA communications.)

Open Discussion

- For each communications committee meeting, provide analytics from website and the homeowners portal.
- Add Lexis Nexis link back into email blasts.
- Place information regarding the 2024 Annual Assessment towards to the top of the front page on the SRCA website.
- Looking into the NeighborhoodAlerts.com website which states The Scottsdale Ranch.

Next Meeting Date: Tuesday, February 20, 2024 at 4:30 P.M.

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