

**SCOTTSDALE RANCH
COMMUNITY ASSOCIATION
Communications Committee Meeting
Wednesday, October 1, 2025 at 4:30 P.M.
SR Conference Room and via Zoom Webinar**

Members

Present: Mike Thorlin Chair
Nina Munson Member
Kathy Hippensteel Member

Members

Absent: Peter Klausner **Member**

SR

Resident: Paul MacDougall 10080 E. Mountainview Lake Dr. #166 (via Zoom)

Staff

Present: Kathe Barnes Executive Director
Genevieve Long Community Relations Coordinator

Call to Order: Mike Thorlin called the meeting to order at 4:45 P.M.

Approval of Minutes: **MOTION:** It was moved and seconded to approve the March 11, 2025 meeting minutes. Motion passed.

SRCA Marketing

Review of Communication avenues

- Mike Thorlin mentioned Nextdoor.com and how SRCA goes about negative comments. He stated it might be something we want to discuss further on when and if SRCA should send out a “statement” from the association on controversial matters.

AI BOT

- Reviewed incorporating an AI BOT to the SRCA website and the committee agreed it is a good idea to have available for residents and potential purchasers.
- Kathe and Genevieve to work with Bytewize regarding questions the committee brought up such as how the users data is collected; when updates are made to the SRCA website, will the BOT have that information in real time; and could we eventually incorporate sub-associations website or portals.
- If we eventually move forward with the BOT, SRCA should incorporate a disclaimer.
- Staff will do more research and bring back to the committee for further review.

MISCELLANEOUS

Next Meeting Date: TBD

Adjournment: The meeting was adjourned at 5:15 P.M.