

Santa Fe Trail Ranch Communications Committee

Meeting Agenda

1/19/2022: 4:30-5:30 pm Mountain Time

Attendees: Deb Johnson, Ernie Parker, Sharon Sorenson, John Sanders, Tracy Braddock, Carol Rawle, Sarah Duncan, Michelle Blake, Bill Nielsen, RC Ghormley, Bob Scott, Nancy Allred, Carol Smith, Mike

Next meeting:

2/5/2022 February Board Meeting Virtual Meeting Coverage – 9am – meet at 8 am:

- Need Coverage for Virtual Meeting / Recording – note, we will need a laptop, if needed, contact John
- Sharon: Camera set-up/laptop
- Bill: Audio/Microphone
- Ernie: Camera
- Tracy: Time Keeper
- Sarah: Virtual Meeting Hostess
- Tentative: Michelle/John

NOTE:

- If handouts to review, please provide the CommComm an electronic copy.
- Deb to confirm with Board if we are to take questions from virtual audience (CommComm suggests that we allow virtual questions – total time allotment and per per person).

Discuss Website Enhancements:

- Calendar Option
 - MailChimp PW (I have this now)
 - Log in will be required to see this

Discuss Newsletter:

- Announcement on first Newsletter with the option to opt out.
- Review Submitted names
- Discuss Content
- Previously discuss topics to review
- Bi-Monthly cadence on odd numbered months

- Certain content that you include in every newsletter – maybe a quarterly detailed report of:
 - Discuss what has been added on website in the last month (new articles, volunteerism)
 - Historical Articles (Articles, History)
 - Current Projects on the ranch in process
 - Planned future meetings
 - How To information
 - Introduce Committee's (profiles)
 - Highlights of Board Meetings? (we already have notes created by Carol – more discussion needed)
- Discuss with the other Committee's if they would be interested in a rotation for each issue.

DISCUSSION: