

Minutes: Communication Committee Meeting

5 June 2024: 10:30 am -12:00 pm Mountain Time in Person at MOC

Attendees: John Gerald, Bill Nielsen, Claudia Henning, Lori Clark

Members Unable to Attend: Deb Johnson, Sharon Sorenson, Ryan Cavazos

Planning/Discussion/Action Items:

- **Opening Comments.** John covered the purpose of this meeting which was to view and comment on the layout of the soon to be released new SFTR Website.
- **Review 1 May 2024 minutes.** Approved w/ correction
- **Facebook Statistics.** 128, up from 125 in April.
- **Committee Recruiting.** Committee emphasis should concentrate on skill sets versus raw numbers. The committee needs to establish desired skills needed to meet the needs of the ranch.
- **New Website Update.** John shared a preview of the new public view of the web site to date and asked each committee member to continue to review the site for not only content, but now include format or display. On the committee shared drive is a Google sheet for committee members to report their findings. John will use this sheet to assist him in ensuring all items have been copied over and the website functions as desired. The Committee reviewed and discussed the input on the Google sheet.
 - The Committee discussed the need to recruit/identify/train a backup for John.
 - John discussed the difference between a “Website User” and a Registered User.
 - Website User: Anyone including Owner’s who visit the site; have viewing rights as the general public.
 - Registered User: Only property owners; they must complete the registration process starting with obtaining a password. Can edit their respective owners’ profiles and view pages protected for owners only. All owners will be required to re-register on the new site, previous passwords will not be carried forward.
 - John announced that he has access to all files from the previous website to include years of owners posted ranch photos. These will be made available on the new website; this is a much-requested feature that 5th was unable to accommodate.
- **From the Team:**
 - 5th Wheel Contract: John to meet with Abby to review invoice that have been submitted.
 - Claudia discussed the “blog” feature on the ranch FB group. Instructions are required. Claudia will create a blog about the ranch FB group. Instructions for creating blog content will be developed.

- John will create and article for the blog.
- **Future Agenda Items:**
 - Continue Website Education Series: Possible Solutions and required steps to include possible in-person meeting(s) at MOC.
 - Committee Recruiting – identifying skill sets / availability.

Next meeting: 3 Jul 2024, 10:30 am – 12:00 pm via Zoom.

Communications Committee Meeting		Board Meeting
3 Jul 2024, 1030 – 1200		
7 Aug 2024, 1030 – 1200		3 Aug 2024
4 Sept 2024, 1030 – 1200		
2 Oct 2024, 1030 – 1200		5 Oct 2024
6 Nov 2024, 1030 – 1200		
4 Dec 2024, 1030 – 1200		TBD