

Minutes: Communication Committee Meeting

April 16, 2025: 10:30 am -12:00 pm Mountain Time in Person at MOC

Attendees: John Gerald, Bill Nielsen, Claudia Henning, Ryan Cavasos, Maureen Latham

Members Unable to Attend: Laurie Nielsen

Planning/Discussion/Action Items:

- **Opening Comments.** All members were welcomed, John announced that Laurie will not be in attendance.
- **Review March 19, 2025 Minutes.** Approved.
- **Facebook Statistics.** 187: up from 185 in February.
- **New Website Update.**
 - 348 owners have registered on the new site; up from 346 in February.
- **Creation of a FAQ section on the SFTR website.** The committee reviewed FAQs that have been submitted. Three FAQ subject areas (H2O, Fire Prevention, and Roads) were identified as priority; questions were submitted, answers were provided. Two comments were received concerning Fire Prevention / Safety. These answers were corrected with the most notable being changing the Fire contact information from Trinidad Fire Department to Fishers Peak. Claudia submitted questions and proposed answers for a "Communications" FAQ. Bill submitted Q and As for "Meetings" and "Board of Director".
- **Calendar Review.** No items were identified on the calendar which could possibly request Communications Committee support.
- **SFTR Forum.** The Communication Committee has long discussed finding a social media platform which would be acceptable to most, if not all ranch owners. Although the ranch has developed a "private and hidden" Facebook group many owners continue to be anti-Facebook as is evident by the currently low subscription numbers. The Board has long declared Next Door as a platform which will not be used to share and or respond to SFTR POA business. At one time the ranch had a "Discussion Forum" which was abandoned approximately five years ago. John is proposing the resurrection of a "forum" platform which would be limited to ranch property owners as identified on the deed and subsequently maintained by the Association's business office. If approved for implementation, registering as a user on the ranch website will automatically grant an owner access to this forum. John has developed a forum product, and he briefed the Committee on its initial capabilities and requested that it be used for committee communication for the next 30 (ish) days. The proposed forum which is "only" for Communications Committee use can be located, after logging in as an owner at: <https://santafetrailranch.com/forum>
- **From the Team:** Nothing significant reported.

- **Future Agenda Items:**

- Expanding SFTR Facebook (and Website) access (non-owners who live permanently on the ranch).
- Add property address to property search feature. **(On Hold)**
- Develop a “Opportunities to Volunteer” feature to the website. **(Coming Soon)**
- Push technology for ranch notifications. **(Resolved with Smart911 and future geo-fencing)**
- Use of Proxies for Website, SFTR access and ranch notifications. Bill to research.
ANSWER: Proxies are to be used only for voting rights. This item to be address when the committee discusses expanding Face Book access.

Next meeting: April 9th, 10:30 am – 12:00 pm via **WEBEX**.

Communications Committee Meeting		Board Meeting
May 14 th , 2025, 1030 – 1200		
June 11 th , 2025, 1030 - 1200		June 7 th 2025, 0900 – 1100
July 9 th , 2025, 1030 – 1200		
August 13 th , 2025, 1030 - 1200		August 2 nd 2025, 0900 – 1100
September 10 th , 2025, 1030 -1200		
October 8 th , 2025, 1030 – 1200		October 11 th 2025, 0900 – 1100 Annual Owner’s Meeting
November 12 th , 2025, 1030 – 1200		
December 10 th , 2025, 1030 - 1200		December: TBD