Minutes: Communication Committee Meeting

December 4th, 2024: 10:30 am -12:00 pm Mountain Time in Person at MOC

Attendees: John Gerald, Bill Nielsen, Claudia Henning, Lori Clark, Maureen Latham, Laurie Nielsen

Members Unable to Attend: Ryan Cavasos

Planning/Discussion/Action Items:

- **Opening Comments.** John discussed the use of Webex as the virtual media of choice going forward. Members were encouraged to share their comments about this change.
- **Review November 15th, 2024, Minutes**. Approved.
- **Facebook Statistics.** 183: up from 177 in November.
- **New Website Update.**
  - Over 339 owners have registered on the new site; up from 336 in November.
    - Continue to celebrate both SFTR Face Book and web site numbers. Hopefully as others see that their fellow ranch owners have joined, those reluctant will then join.
    - Maureen requested that the speed of the scrolling items on the website be slowed down – difficult to read especially on a cell phone.
- **Communications Committee Charter & Responsibilities.**
  - Charter and Responsibilities (Guidelines) discussion was completed with modifications and approved. John will post on the website and share with the Board for other committee considerations.
- **Consideration of Developing an SFTR Forum.** The Committee discussed the creation of a Forum which would be located on the SFTR Website. Items covered/discussed were:
  - Forum would be Private, available "only" to SFTR property owners.
  - The Forum will require moderators.
  - Current SFTR Facebook rules will be carried over.
  - If a property owner is registered on the website, they will be automatically registered to use the Forum.
  - John is configuring a Beta Forum which will be available only to committee members. Will be available by Jan 18th, 2025.
  - Bill voiced concern that the committee should not accept another platform to moderate. Suggested considering that if we create a forum, we should cease the SFTR Facebook Group.
- **Creation of a FAQ section on the SFTR website.** John encouraged all committee members to begin developing a list of questions for the FAQ section. Use of AI tools was discussed.

- **From the Team:** Nothing significant reported.
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- **Future Agenda Items:**
  - Expanding SFTR Facebook access (non-owners who live permanently on the ranch).
  - Re-examine the right-hand Alert box on home page
  - Add a "Galleries" feature to the website.
  - Add property address to property search feature.
  - Develop a "Opportunities to Volunteer" feature to the website.
  - Push technology for ranch notifications.
  - Use of Proxies for Website, SFTR access and ranch notifications. Bill to research.

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

Communications Committee Meeting		Board Meeting
February 12th, 2025, 1030 – 1200		February 1st 2025, 0900 – 1100
March 12th, 2025, 1030-1200		
April 9th, 2025, 1030 – 1200		April 5th 2025, 0900 – 1100
May 14th, 2025, 1030 – 1200		
June 11th, 2025, 1030 - 1200		June 7th 2025, 0900 – 1100
July 9th, 2025, 1030 – 1200		
August 13th, 2025, 1030 - 1200		August 2nd 2025, 0900 – 1100
September 10th, 2025, 1030 -1200		
October 8th, 2025, 1030 – 1200		October 11th 2025, 0900 – 1100
November 12th, 2025, 1030 – 1200		
December 10th, 2025, 1030 - 1200		December: TBD