

## Minutes: Communication Committee Meeting

February 12, 2025: 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 December 2024, Minutes.** Approved.
- **Facebook Statistics.** 186: up from 183 in January.
- **New Website Update.**
  - Over 343 owners have registered on the new site; up from 339 in January.
    - 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.
    - Continuing emphasis to keep Top News accordion folder current.
- **Consideration of Developing an SFTR Forum to Replace Facebook.** 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 stated that if he were to develop a beta Forum to test for 30 days with the Committee, he will have to dedicate up to 20 hours to do so. He stated that he is willing but questions what overall benefit we would create. Will users who are cemented with either Next Door or Face Book willingly transition to a forum?
    - This topic is tabled for further discussion.
  - 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.** The committee reviewed FAQs that have been submitted. Please keep those cards and letters coming. Claudia and Lori C to work on water system related FAQs, Maureen to work on Fire Prevention FAQs, Bill to submit FAQs concerning Roads.
- **Calendar Review.** No significant events requiring Committee coverage.

- **Emergency Notification Process / System.** Several issues were identified; this topic is tabled for future discussion.
- **From the Team:** Nothing significant reported.
- **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:** March 19th, 10:30 am – 12:00 pm via **WEBEX**. NOTE: This has been rescheduled from March 12<sup>th</sup>.

Communications Committee Meeting		Board Meeting
March 19 <sup>th</sup> , 2025, 1030-1200		
April 9 <sup>th</sup> , 2025, 1030 – 1200		April 5 <sup>th</sup> 2025, 0900 – 1100
May 14 <sup>th</sup> , 2025, 1030 – 1200		
June 11 <sup>th</sup> , 2025, 1030 - 1200		June 7 <sup>th</sup> 2025, 0900 – 1100
July 9 <sup>th</sup> , 2025, 1030 – 1200		
August 13 <sup>th</sup> , 2025, 1030 - 1200		August 2 <sup>nd</sup> 2025, 0900 – 1100
September 10 <sup>th</sup> , 2025, 1030 -1200		
October 8 <sup>th</sup> , 2025, 1030 – 1200		October 11 <sup>th</sup> 2025, 0900 – 1100
November 12 <sup>th</sup> , 2025, 1030 – 1200		
December 10 <sup>th</sup> , 2025, 1030 - 1200		December: TBD