

Minutes: Communication Committee Meeting

November 15, 2024: 10:30 am -12:00 pm Mountain Time in Person at MOC

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

Members Unable to Attend:

Planning/Discussion/Action Items:

- **Rescheduled Meeting:** This meeting was rescheduled from November 6th due to scheduling conflicts.
- **Opening Comments.** John reported that Laurie Nielsen has agreed to become an active member of the committee and will attend the monthly meetings. John also shared that he was beginning to have issue with “Zoom” as this platform was introducing and, in some cases, pushing different features that can complicate its use. He is going explore using “Webex” which can be located at <https://www.webex.com/downloads.html>
- **Review October 8th, 2024, Minutes.** Approved.
- **Facebook Statistics.** 177: up from 166 in September. For comparison purposes SFTR website has approximately 365 registered users, this is up from 326 in October and 315 in September.
- **New Website Update.**
 - Over 365 owners have registered on the new site; up from 326 in October.
 - 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.
 - Extended discussion concerning push technology and potential discussion forum. More discussion is needed to close out these items.
- **Communications Committee Charter & Responsibilities.**
 - Limited discussion concerning this topic; more discussion is warranted.
 - Paper prepared by John has been updated, and named **FINAL DRAFT**, responding to committee input. Please review for possible agenda item during the December meeting.
 - Will keep current charter/mission statement as currently displayed on the website.
 - Discussion needed for possible development of “guidelines” which could be posted on the website for possible use by other committees as a format for them to develop their versions.
- **From the Team:**
 - Add a FAQ section on the website. Many questions are posted on Facebook and Next Door from property owners seeking information which most consider

elementary. A FAQ section could offer a tool to direct these questions for the correct answer. Initial thoughts: How do I report water leaks/outages? Who do I contact concerning: Roads, Mitigation, Weed Control, Website content, Budget concerns and the list goes on concerning the operation of the ranch and general association management.

- Need to hold a serious discussion to identify a process to “push” alerts to the property owners. Difficult to do as it requires the point of contact (committee chair) to begin the process. Again, more discussion is warranted. This will continue to be an issue until a process is accepted by committee chairs.
- Can a Proxy be used to grant access to the Owner’s page of the website. Bill to research.
- **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.

Next meeting: December 4th, 2024, 10:30 am – 12:00 pm via **WEBEX**.

Communications Committee Meeting		Board Meeting
December 4 th 2024, 1030 – 1200		December 7 th 2024, 0900 – 1100
January 1 st 2025, 1030 - 1200		
February 5 th 2025, 1030 – 1200		February 1 st 2025, 0900 – 1100
March 5 th 2025, 1030-1200		
April 2 nd 2025, 1030 – 1200	April	April 5 th 2025, 0900 – 1100
May 7 th 2025, 1030 – 1200		
June 4 th 2025, 1030 - 1200		June 7 th 2025, 0900 – 1100
July 2 nd 2025, 1030 – 1200		
August 6 th 2025, 1030 - 1200		August 2 nd 2025, 0900 – 1100
September 3 rd 2025, 1030 -1200		
October 1 st 2025, 1030 – 1200		October 11 th 2025, 0900 – 1100
November 5 th 2025, 1030 – 1200		
December 3 rd 2025, 1030 - 1200		December: TBD