

## Minutes: Communication Committee Meeting

**September 11, 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

**Members Unable to Attend:**

**Planning/Discussion/Action Items:**

- **Opening Comments.** John welcomed the team and briefly spoke to the agenda.
  - The meeting was rescheduled from September 4<sup>th</sup> due to scheduling conflicts.
- **Review August 3rd, 2024, minutes.** Approved with correction.
- **Facebook Statistics.** 161, up from 142 in August.
- **New Website Update.**
  - Post John Admin Days: The committee needs to begin considering website support for when John no longer functions in that capacity. This would be a paid contractual agreement between the SFTR POA and a vendor. In the mean time Laurie Nielsen has volunteered to be trained by John to assume some of his administrator duties such as, updating the property owners list and posting articles. John will reach out to Laurie to confirm commitment and discuss a training plan.
  - Over 315 owners have registered on the new site; up from 142 in August.
    - 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.
- Facebook Issues and Considerations.
  - Rules: The Committee agreed to modify the suspension criteria from 3 violations to 2. Corrected the wording as it reads every 28 days a “violator’s” record would be wiped clean. Wording changed to 2 violations = a 6 month suspension.
  - When to remove a post = any personal (named) attack.
  - John to craft a paper detailing appropriate social media contact, i.e. all capitals = Hollering, not appropriate. This to be used to encourage acceptable social media behavior.
  - John will craft a paper for the Board detailing Fabe Book moderation.
- **From the Team:**
  - 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.

- Meet the Nominees: Discussed the format, rules, and process.
  - John: Opening comments and Face Book video presenter
  - Claudia: Moderator
  - Timer: Maureen
  - Committee members will convene to develop a list of questions (approx. 30) to be used as part of the random draw for candidates.
    - Q’s being submitted by committee members and being accepted from owners for formatting and possible use. All Q’s being submitted will be considered.
- Can a Proxy be used to grant access to the Owner’s page of the website. Bill to research.
- Discussed committee coverage for the Owner’s Education sessions on the By-Laws, Sept 14<sup>th</sup> and 21<sup>st</sup>
  - Claudia and Lori will cover the 14<sup>th</sup>
  - John and Lori will cover the 21<sup>st</sup>
- Bill asked that additional meeting help be considered for future discussion.
- **Future Agenda Items:**
  - Expanding SFTR Facebook access.
  - Re-examine the right-hand Alert box on home page
  - Add a “Galleries” feature to the website.
  - Add property address to property search feature.

**Next meeting:** Oct 2, 2024, 10:30 am – 12:00 pm via Zoom.

Communications Committee Meeting		Board Meeting
2 Oct 2024, 1030 – 1200		5 Oct 2024
6 Nov 2024, 1030 – 1200		
4 Dec 2024, 1030 – 1200		TBD