

SFTR Communications Committee

Meeting Agenda

Members: John Gerald, Bill Nielsen, Claudia Henning, Laurie Nielsen, Ryan Cavazos, Maureen Latham

Date: **06/11/2025**, Time: **10:30 AM - 12:00 PM**, Location: **WebEx**

Opening Comments:

- Leader: **John**
- Time: 5 minutes
- Purpose: Greet committee members and share any general comments.
 - Reminder - Turn On Recording (Webex)

Minutes Review & Comments:

- Leader: **Bill**
- Time: 5 minutes
- Purpose: To review the previous month's (May) meeting minutes.

Facebook Statistics:

- Leader: Claudia and Bill
- Time: 5 minutes
- Purpose: Update subscriber's Numbers and any comments or concerns.
 - 📊 [190 Members June Vs 187 Members May 2025](#)

Website:

- Leader: John & Laurie
- Time: 5 minutes
- Purpose: Update Subscriber's Numbers
 - 📊 [352 Members April 350 verses May 2025 \(Husband and wife sometimes\)](#)

FAQ's:

- Leader: Laurie
- Time: 10 minutes
 - 📊 Laurie to discuss current status of FAQ's

MOC Event Coverage – SFTR Calendar:

- Leader: John
- Time: 10 minutes
- Purpose: To ensure media support (video, audio, etc.) is scheduled
 - 📊 <https://santafetrailranch.com/community/calendar>

Forum Testing Progress:

- Leader: John
- Time: 10 minutes
- Purpose: Get feedback on forum testing from the Committee & More Testing?

Facebook Rules – Extend Detail and use Examples:

- Leader: John
- Time: 30 minutes
- Purpose: Discuss with committee the idea of elaborating rules for FB.
- Example: go into detail on each of the rules and give examples (via links)

From The Team:

- Leader: Team
- Time: 30 minutes
- Purpose: Opportunity for team members to discuss miscellaneous items and comments.
- Pet Registry (Claudia)

Future Agenda Items:

- Add property address to property search feature. (On Hold)
- Develop a “Opportunities to Volunteer” feature to the website. (Coming Soon)
- Use of Proxies for Website, SFTR access and ranch notifications. Bill to research.

Notes:

Advantages and Disadvantages of a Forum:

Advantages:

1. All users on the website are already members, no need to register.
2. We have full control and no ads
3. Only we have control of the forum.
4. Many users do not want to create an account on Facebook.
5. Drive more traffic and possible registration to the website in general.
6. Lot better archive than FB. History kept.
7. No limit to how long we publish a video.

Claudia: Delay until next year. Intro to board and have them use it.

Bill: Continue to test within the committee, okay with delaying, no to both.

Maureen: Happy with forum, will go either way. Maybe a survey to see what owners think.

Ryan: Move to forum asap. Easy to use and learn. Will bring in those who wish to stay off FB. More Topics.

Laurie: Needs to use it first.

John: Like it better than FB, maybe let Board test it for a while to see what they think. Where to go from here?