

## Minutes: Communication Committee Meeting

March 18<sup>th</sup> , 2025: 9:00 am -10:30 pm Mountain Time via Zoom – This meeting was rescheduled from the original date of March 11<sup>th</sup> .

**Attendees:** John Gerald, Bill Nielsen, Claudia Henning, Ryan Cavazos, Shannon DeBord

**Members Unable to Attend:** Laurie Nielsen

### Planning/Discussion/Action Items:

- **Opening Comments.** John welcomed the attendees. The majority of this meeting will be dedicated the "Forum" and "Push or SMS Text Alerts" by reviewing a Proposed Communications Policy and the draft "Severity Tier System for Emergencies and Road Conditions" document which is intended to be an attachment to the policy.
- **Review February 11<sup>th</sup> , 2025, Minutes.** Further Committee Review Required
- **Facebook Statistics.**
  - 207 registered users, down from February (208); former property owners were removed.
- **Website Update.**
  - 357 owners are registered on the site; up from February (355).
- **Calendar Review.** April 4<sup>th</sup> Board Meeting: John and Bill will cover.
- **Forum:** The Forum discussion continued with some reiteration of previous comments and the sharing of new ideas. Below is a capture of those comments and ideas:
  - John is at a point where he is ready to launch the Forum immediately unless the Committee thinks otherwise.
  - John will develop a training video for Owner's including procedures for opting into SMS Text Messaging.
  - It was agreed that the Administration and Moderation of the forum would be performed by those who provide this for the SFTR Facebook Group; John as the Administrator with Laurie as Backup, Claudia and Bill as Moderators.
  - John needs to brief the Board at April's Board Meeting; the committee should provide John with Marketing/Sales items to achieve Board approval.
    - Bill will start the task by sending the Committee a list of items.
  - The Committee agreed to meet in Working Session on Friday March 20<sup>th</sup> at 9:00am via zoom to discuss the Policy and the Severity Tier System documents.
- **Future Agenda Items:**
  - Add property address to property search feature. **(On Hold)**
  - Develop a "Opportunities to Volunteer" feature to the website. **(Coming Soon)**
  - Pet Registry
  - Provide a "Ranch Owner Business" section to the webpage.

**Next meeting:** April 8<sup>th</sup>, 2025, 9:00 am – 10:30 pm via **ZOOM**.

Communications Committee Meeting 9:00 – 10:30 am		Board Meeting 9:00 – 10:00 am
April 8 <sup>th</sup>		April 4 <sup>th</sup>
May 13 <sup>th</sup>		
June 10 <sup>th</sup>		June 6 <sup>th</sup>
July 8 <sup>th</sup>		
August 12 <sup>th</sup>		August 1 <sup>st</sup>
September 9 <sup>th</sup>		
October 14 <sup>th</sup>		Annual Owner's Meeting: October 3 <sup>rd</sup> , 9:00 – 1030 Board Meeting: 10:30 – 11:00
November 11 <sup>th</sup>		
December 9 <sup>th</sup>		TBD