

Minutes: Communication Committee Meeting

May 14th, 2025: 10:30 am -12:00 pm Mountain Time in Person at MOC

Attendees: John Gerald, Bill Nielsen, Claudia Henning, Ryan Cavasos, Maureen Latham, Laurie Nielsen

Members Unable to Attend:

Planning/Discussion/Action Items:

- **Opening Comments.** John welcomed all members and reminded the team that the agenda had been sent out ahead of the meeting.
- **Review April 16th, 2025 Minutes.** Approved.
- **Facebook Statistics.** 187: Same as was reported for April. Claudia reported among other statistics that FB has had 54 new posts, 143 Comments and 503 Reactions. The Committee requested that Google Analytics numbers be provided for other website areas. John to provide.
- **New Website Update.**
 - 350 owners have registered on the new site; up from 348 in April.
- **Creation of a FAQ section on the SFTR website.** The committee reviewed FAQs that have been submitted. Three FAQ subject areas (H2O, Fire Prevention, and Roads) were identified as priority; questions were submitted, answers were provided. Three additional areas have been addressed and submitted for Committee review and comments: Claudia submitted questions and proposed answers for a "Communications/Social Media" FAQ. Bill submitted Q and As for "Meetings" and "Board of Director".
- **Calendar Review.** The Weed Control Committee is hosting its annual Weed-out meeting on May 24th and has requested audio/visual support for virtual attendees. John and Maureen will provide coverage.
- **STFR Forum.** The forum discussion continues as the committee works out the challenges of possibly implementing a new social media platform for property owners. Comments included:
 - How to break out and display new topics
 - Can users receive an email notification when someone posts a new comment on the platform?
 - The forum does allow for sub-forums, i.e. Board Members Only, Committee Members Only, etc.
 - The Communications Committee's test of the forum is a form of sub-forum. Please continue to use. <https://santafetrailranch.com/forum>
 - Question was posed concerning developing a survey of owners to determine their willingness to support a "forum".
- **From the Team:** Nothing significant reported.

- **Future Agenda Items:**

- Expanding SFTR Facebook (and Website) access (non-owners who live permanently on the ranch).
- Add property address to property search feature. **(On Hold)**
- Develop a “Opportunities to Volunteer” feature to the website. **(Coming Soon)**
- Push technology for ranch notifications. **(Resolved with Smart911 and future geo-fencing)**

Next meeting: April 9th, 10:30 am – 12:00 pm via **WEBEX**.

Communications Committee Meeting		Board Meeting
June 11 th , 2025, 1030 - 1200		June 7 th 2025, 0900 – 1100
July 9 th , 2025, 1030 – 1200		
August 13 th , 2025, 1030 - 1200		August 2 nd 2025, 0900 – 1100
September 10 th , 2025, 1030 -1200		
October 8 th , 2025, 1030 – 1200		October 11 th 2025, 0900 – 1100 Annual Owner’s Meeting
November 12 th , 2025, 1030 – 1200		
December 10 th , 2025, 1030 - 1200		December: TBD