

## Minutes: Communication Committee Meeting

**October 8, 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:**

- **Rescheduled Meeting:** This meeting was rescheduled from October 2nd due to scheduling conflicts.
- **Opening Comments.** John reported that Laurie Nielsen has joined the team as his administrative back-up having the initial responsibility of granting website access to new owners. John is providing Laurie with the required training, and they are meeting twice a week via Zoom to go through the material. Claudia suggested that Laurie become an active member of the Committee vs the behind-the-scenes admin back-up. John will discuss with Laurie to gain her agreement.
- **Review September 9, 2024, Minutes.** Approved with correction.
- **Facebook Statistics.** 166, up from 161 in September.
- **New Website Update.**
  - Over 326 owners have registered on the new site; up from 315 in September.
    - 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.
- **Communications Committee Charter & Responsibilities.**
  - John presented a draft document for the Committee's consideration and input concerning a proposed Mission Statement or Charter. The contents could be adopted as "Guidelines" for future Communications Committees and format could possibly adopted be by other SFTR committees if they so choose.
  - After discussing the content areas, it was agreed that this topic is so large that a committee working session should be scheduled with this as the single topic.
    - September 23<sup>rd</sup> was set as the date for such working session.
- **From the Team:**
  - It was suggested that "one person" committees need a second set of eyes to help with their responsibilities.
  - Should we consider "polls" as a tool solicit the wants/needs/concerns of the ranch owners?
  - Add a FAQ section on the website.

- 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.
- Can a Proxy be used to grant access to the Owner’s page of the website. Bill to research.
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- **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:** Nov 6, 2024, 10:30 am – 12:00 pm via Zoom.

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