

Bellasera Community Association Minutes

January 13, 2021

1. Minutes of November 11 meeting were read and approved by the committee with minor spelling changes.
2. There was discussion of limiting the size of classified ads in the newsletter. Some ads are too lengthy, and a limit will be established of 75 words. Keith will contact advertisers to inform them of the limit. These ads provide an opportunity for residents to know about the businesses.
3. An update was provided on Bellasera's Facebook account. Pamela now has control of the new official page. An article will be put in the newsletter about the page and how it can be accessed. The previous Facebook page will no longer be valid for use. Pamela will monitor postings for content.
4. Richard Hoffman provided update on community issues:
 - a) Pool project-contractor has been selected and work will begin on February 1. This is a 4-5 week project.
 - b) Trail maintenance-Board will coordinate with Sincuidados. New "no trespassing" signs have been placed.
 - c) New roads will begin in 2022.
5. There was a discussion about how to increase reading of newsletter by residents. Joe suggested "click bait" get people to read articles. Keith will highlight a link to "most important" topics in his emails.
6. Meeting adjourned at 9:20 a.m.

Next meeting March 17 at 8:30 a.m.

BELLASERA COMMUNITY ASSOCIATION

Communications Committee Meeting

March 18, 2021

1. Minutes were read and approved, with changes to #5: to "click bait".
2. A resident has pointed out changes to the flood plain to Keith. Beginning July 2021, their flood zone (AO) will change to Zone X and is no longer subject to 100-year flood plain restrictions. County, city and ultimate approval by FEMA is to change all of Bellasera.
3. Keith reported that the format of the monthly newsletter forwarding message was changed at the last meeting. He highlights a link to "most important" topics.
4. City of Scottsdale has halted all volunteer cleanups, including Lone Mountain Road for April. Dates will be rescheduled.
5. Richard Hoffman reported that the annual meeting will be June 27th at 2:00 p.m. on Zoom. Pool will reopen on March 24th. The next Board Meeting will be April 21st at 1:00 p.m. The Ad Hoc Capital Improvement Committee will determine if Bellasera should have a capital improvement fee charged when houses are sold. \$2400 fee will be paid by buyer.
6. Joe questioned whether gardening column in newsletter is too long. Suggestion was made to return column to two pages. Paul suggested an article on the history of the dog park in future issue.
7. Meeting adjourned at 9:25 a.m. Next meeting May 12, 8:30 a.m.

Bellaser Community Association
Communications Committee Meeting
May 12, 8:30 a.m.

1. The March 18 minutes were read. Keith amended the capital improvement committee to "ad hoc." The minutes were approved, as amended.
2. There was discussion of the revised community directory password. A new password was approved.
3. There was discussion on ideas to include in future newsletters. Keith pointed out that new residents receive emails with questions. Suggestions included articles on residents' careers, their volunteering and charity work. As well as information on the charities they are involved in. Joe pointed out that reminders about community rules should be included in future newsletters: e.g. Dog Park rules.
4. Richard indicated that the annual meeting will be June 13th at 2 p.m. Meeting will be held on patio and in Zoom. At the Board meeting, officers were elected. There are now four Board members, instead of the usual five. Board can fill the vacancy in the future.
5. No changes were made to the website; everything is up to date.
6. Next Committee meeting will be September 15 at 8:30 a.m.
7. Meeting adjourned at 9:12 a.m.

Bellaser Community Association Communications
Committee Meeting Wednesday, September 15, 8:30
a.m.

1. Minutes amended: spelling of "also". Keith said that he receives emails from new residents answering his questionnaire.
2. Lone Mountain Road cleanup on Saturday, October 23, at 8 a.m.
3. Members brought up that it is difficult to put articles/info into newsletter monthly. Richard pointed out that important information goes out by eblast. Paul said this is not a good idea that doing so affords less contact with residents. Keith asks residents to keep classifieds to 75 words. Paul and Joe suggested that newsletter decrease to 10 pages in the future. Members agreed.
4. The content of future newsletter content was discussed. An article was sent to the committee about life insurance be put in the newsletter. Committee feels that putting this article in the newsletter is inappropriate. The same resident suggesting a listing of vendors be put in the newsletter. Richard pointed out that it is not appropriate for the Board to make recommendations.
5. Community issues were discussed by Richard.
 - a. Bulk trash has not been picked up in time. Pamela called the city and was told that "too much put out by landscapers and this overloads trucks".
 - b. Capital improvement ballot, 25 more are needed for approval. Board members have been calling residents and have made direct contacts. Approval is needed to make up for low interest rates on reserve and for inflation. Operating expenses are also going up. The clubhouse and guardhouse also need extensive work. Putting solar panels on the clubhouse will save future electricity costs.

Keith brought up the left turn signal on Lone Mountain and Scottsdale Road. He got an answer from traffic office that "this won't happen in the near future." The city did an analysis and found that this signal would complicate other traffic signals. He will do future article in newsletter.

Meeting adjourned at 9:20 a.m.

Bellasera Community Association
Communications Committee Meeting
Wednesday, November 10, 8:30 a.m.

Minutes

Members present: Keith Christian, Richard Hoffman, Joe McDade, Paul Rippens

Member absent: Carol Padwe

1. Keith reported on the successful Lone Mountain Road Cleanup on Saturday, October 23. Our group was one of 63 groups in the city that participated. We made plans for the next cleanup in April 2022.
2. Committee discussion relating to the content of December & January newsletters. Decided to include volunteer list in DEC, defer 2021 new resident listing until JAN.
3. Richard reported on informing community of the Capital Reserve Fund fee approval, plans to reroof the clubhouse, and a welcome back event in January.
4. The committee's next meeting is planned for Wednesday, January 12, at 8:30 a.m.