

1 **CROSSPOINTE SWIM & RACQUET, INC.**  
2 **MINUTES OF THE COMMUNICATION COMMITTEE**

3  
4 **Zoom Meeting**

5  
6 **July 12, 2021**

7  
8 **I. ATTENDEES**

9  
10 Communication Committee Members Present:

11 Hayden Shea

12 Randy Cotton

13 Stephanie Stohler

14 Laura Sabo

15 Mariah Shea – Acting Secretary for July 12<sup>th</sup>, 2021 Meeting

16  
17 Absent: none

18  
19 Others present:

20 Andy Haskins – Liaison to Crosspointe Swim & Racquet, Inc. Board of Trustees

21  
22 **II. CALL TO ORDER**

23 Mr. Shea called the July 12<sup>th</sup>, 2021 Crosspointe Swim & Racquet, Inc. Communication  
24 Committee meeting to order at 7:07pm, noting the presence of a quorum.

25  
26 **III. RESIDENT TIME**

27 None.

28  
29 **IV. SECRETARY'S REPORT**

30  
31 *No previous minutes required a vote of approval.*

32  
33 **V. OFFICER NOMINATIONS AND ELECTION**

34  
35 Floor opened for nominations for role of Communication Committee Chair – Randy  
36 Cotton nominated Hayden Shea, who accepted. No other nominations were made and the  
37 floor was closed. Final list of nominees for role of Communication Committee Chair  
38 were presented to the Committee as follows: Hayden Shea.

39  
40 *Committee voted on Officer role of Committee Chair. Hayden Shea was elected*  
41 *unanimously (5-0-0)*

42  
43 **VI. NEW BUSINESS**

44  
45 Reviewed Communication Committee goals – The Communication Committee discussed  
46 goals for committee. List included:

- 47
- 48 • Keep Crosspointe a flagship community of the Northern VA area
  - 49 • Improve communication in community
  - 50 • Enable community building
  - Increase transparency and awareness of Crosspointe HOA activities

On the Record

- 51 • Ensuring our communication is complaint with the requirements that our HOA has
- 52 for sharing information within the community
- 53 • Increase property value
- 54 • Provide avenues to increase accessibility for members to volunteer at multiple
- 55 levels
- 56 • Increase participation in community among residents
- 57 • Improve safety
- 58 • Set up emergency response information
- 59

60 Reviewed key forms of communication – The Communication Committee discussed

61 current forms of communication as well as potential forms that the community can utilize.

62 This list included:

- 63 • Social Media
- 64 • Text Blasts
- 65 • Email
- 66 • Crosspointe Chronicle
- 67 • Apps
- 68 • Website
- 69 • Physical Signage
- 70 • Zoom
- 71

72 **ACTIONS:**

- 73 1) Look into company that makes text alerts – Laura Sabo
- 74 2) Reach out to Chronicle Volunteers – Hayden Shea
- 75 3) Start branding work – Stephanie Stohler
- 76

77 Reviewed efficiency and transparency opportunities – The Communication Committee

78 discussed how to increase communication efficiency and effectiveness. Potential options

79 are making a Crosspointe App using a standard neighborhood app that can be updated

80 with Crosspointe specific information, setting up text blasts for residents who wish to

81 participate (similar to the current email blasts utilized by community), improving ways to

82 sign up for email blasts, and utilizing email platforms for all areas of Crosspointe

83 business. Ms. Stohler recommended consistent branding across all forms of

84 communication. Committee discussed how to support meetings so that they can be both in

85 person and virtual for better transparency. Committeed interested in hearing more from

86 residents to see what they like/don't like and ideas they have for improvement.

87

88 **ACTIONS:**

- 89 4) Start branding work – Stephanie Stohler
- 90 5) Advertise for next meeting -Stephanie Stohler
- 91 6) Research VTC system set up for community center to allow for continued zoom
- 92 option, even during in person meetings – Hayden Shea
- 93 7) Work on example for focus group survey – Randy Cotten
- 94

95 **X. AJOURNMENT**

96

97        ***MOTION was made by Mr. Shea and seconded by Ms. Sabo, to adjourn the July 12,***  
98        ***2021, Crosspointe Swim & Racquet, Inc. Communication Meeting at 8:12p.m. The***  
99        ***motion passed unanimously (5-0-0).***

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101

102       Submitted by: Mariah Shea

103

104       Attested to: \_\_\_\_\_

105

Hayden Shea, Chair

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## Heather McDevitt

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**From:** Hayden Shea <hayden.shea@vt.edu>  
**Sent:** Thursday, September 30, 2021 8:09 PM  
**To:** Heather McDevitt  
**Subject:** Re: Sign Final July Communication Committee Minutes

Hi Heather,

My printer is broken. Can you please take this email as an electronic signature?

Thanks,

Hayden

On Tue, Sep 28, 2021 at 5:09 PM Heather McDevitt <[cp.manager@verizon.net](mailto:cp.manager@verizon.net)> wrote:

Hello Hayden,

At the Sept Board meeting, you mentioned that the Jul 12 Communication Committee meeting minutes were the approved copy. I went ahead and removed DRAFT from the document. Can you please sign the last page and send it back to me so I can place the minutes on the website?

Thank you,

Heather

Heather L. McDevitt

PCAM®, CMCA® AMS®

Community Manager

Crosspointe Swim and Racquet, Inc.



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