

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.