



DC Ranch Association
Joint Board of Directors Meeting Minutes
Monday, May 11, 2026 | 5:30 p.m.
Desert Camp Community Center / Zoom

Board Members Present:

- Ranch Association: Marla Walberg, Dr. David Green, David Underwood, Chris Mullen, Jodi Kaye
- Community Council: Ron Belmont, Rolland Dickson, Kris James, Heidi Rosner, Elizabeth Kepuraitis, Dinesh Kakwani (via Zoom)
- Covenant Commission: Deborah Beardsley, Larry Deputy, Matt Okmin, Ron Belmont

Board Member(s) Absent: Jan Baratta, John Crow, Jill Hegardt

Staff Present: Scott Levy, Kim Visser, Jona Davis, Elizabeth Bird

I. Call to Order/Quorum Established:

Marla Walberg called the meeting to order at 6:00 p.m. Roll call confirmed a quorum of five (5) Ranch Association directors present. There were also quorums of the Community Council and Covenant Commission boards present for this joint meeting.

II. Executive Session Summary

Prior to this open session, an Executive Session of the boards was held in accordance with Ranch governing documents and Arizona state law [A.R.S. 33-1804(A)(1)]. The boards received legal advice from Ranch Association and Community Counsel general counsel on general board governance matters. No board actions or final decisions were made in this session.

III. Adopt Agenda

Mr. Mullen motioned to adopt the agenda; seconded by Mr. Underwood. Motion passed unanimously.

IV. Brand Update

Ms. Davis introduced Elizabeth Bird (Communications Manager) and Justin Ahrens (Rule 29) to present a DC Ranch Brand Update. Ms. Bird stated that the Communications Team is responsible for communicating information to residents through various channels, and upholding the DC Ranch brand – especially the story & messaging and visual identity.

Communications team launched a “Brand Refresh” – update brand visual identity, story and messaging. Refresh brand image while honoring rich history and legacy. It has been about 8 years since last comprehensive Brand Study. Important to complete Brand Refresh ahead of ranch website re-design. After a Request For Proposal, Rule 29 was selected.

Mr. Ahrens presented on the brand process. Team developed a messaging focused on theme of “Life In Harmony.” Discussion included suggested updates to vision/mission/brand pillars.

Ms. Bird shared planned update to the DC Ranch visual identity system, with focus on the logo. Communications Team considered how to balance refresh with history and legacy of brand. Decided to make minor changes to DC Ranch logo, modernizing the logo designed more than 30 years ago. Some tweaks have been made over time for modern applications like social media, clothing, etc. A revised logo was shared with the boards.

Other design elements including colors, typography, iconography, photography. Discussion included phased rollout of updated branding across the organization.

Presentation was informational, no board action was taken.

V. Living B.I.G. and In Harmony

Ms. Visser introduced guest speaker Eileen Rogers of One Creative View. Ms. Rogers presented on the topic of “Living B.I.G. and In Harmony”

Ms. Rogers stated the concept of Living B.I.G. means that believing people are doing the best they can. Driven by concept of Boundaries, Integrity, Generosity

In DC Ranch’s next 30 years, how can we apply a new vision – applying new brand concepts and relationships to the unified governance and decision-making of the

three boards? Goal is to be seamless and in harmony on internal and external execution. To create a strategic collective moving forward.

Board members were assigned into break-out groups of 3-4 people to brainstorm several questions: 1) What gets in the way of being a united front? 2) How can you as individuals and individual boards move the 'Life in Harmony' concept forward in both words and action?; 3) Which are short term actions and what could be long term intentions?

The board groups gave report outs on their discussions and priorities. Among shared consensus items was the desire for boards of all 3 entities to gather together more frequently for collaboration and execution on shared priorities.

Presentation was informational, no board action was taken.

VI. Member Comment

- Regarding DC Ranch logo, why mess with an icon? Would like to see logo remain as it is. This should be put to vote of community. What is cost to change signage, vehicles, walls, uniforms?
- Regarding DC Ranch logo, don't understand why logo itself needs to be changed. Concerned about the cost of the change. The money could be better spent improving the image of DC Ranch in other ways. Higher priority could be replacing Country Club East and West Gates so they are more aesthetically pleasing and welcoming.
- Concerned about process for changing DC Ranch logo. Resident does branding for a living. This does not appear to be based on research. As someone in this space, the proposed new logo comes across as harsh and cold. This matter should be reconsidered.
- Over 30 years DC Ranch was considered premier place to live in North Scottsdale; people paid premium to live here. Realtors are warning buyers about our decline. Roads are cracking and failing, requiring special assessments in some instances to address.
- Living B.I.G. concept resonated. Appreciate the notion of board collaboration and working together. Need to go further than the boards, include resident input before going ahead and doing something significant in the community.

VII. Adjourn Meeting

There being no further business, Ms. Kaye motioned to adjourn the meeting. Mr. Mullen seconded the motion. Meeting adjourned at 7:02 p.m.