

RECREATION CENTERS OF SUN CITY, INC.
Outreach & Communication Committee
April 11, 2017

Chair Jerry Walczak called the meeting to order at 9:00am in the Lakeview Center Board Room.

PRESENT: Chair Jerry Walczak; Co-Chair Bruce Alleman; Committee Members Jean Buck, Jan Sniderman, Gary Cotten, David Wissmiller, Sue Blechl and Kathy Phillips

RCSC STAFF: RCSC Communications and Marketing Coordinator Joelyn Higgins and SC Visitor Center & Marketing Manager Polly Corsino

GUESTS: RCSC Board President Rich Hoffer and Cardholder Judith Wannamaker

Approval of Prior Meeting Summary: The Meeting Summary for March 14, 2017 was approved as presented.

Introductions: Judith Wannamaker was introduced and described the Book Buddy Program at the library. She informed the Committee that they have enough volunteers to deliver books, they just need residents that would like them delivered to their homes.

Old Business:

Chair Walczak distributed the list of non-RCSC groups looking for volunteers and the Cardholder Statistics report for the month of March with discussion following.

RCSC Communications and Marketing Coordinator Joelyn Higgins reported that she contacted MyGrove and learned more details about the website. It is free to clubs and information is not publicly available. Members must join and receive a password and can only find information on their interest groups. Joelyn will contact the clubs to inform them of the website.

Chair Walczak asked the Committee if they came up with any goals for 2017. The Committee suggested finding a way to measure the happiness of Sun City residents, buying a new van for the Visitor Center, Sun City signs and setting up tours for realtors in the summer months. Another goal discussed was ways to increase our current members on the Facebook page from 1250 to 1500. Examples given were trivia questions and favorite Sun City memories. Information given will be summarized and presented at the next meeting by Chair Walczak.

New Business:

RCSC Board President Rich Hoffer gave the Committee an update on the progress of the AD Hoc LRP Committee.

SC Visitor Center & Marketing Manager Polly Corsino updated the Committee on the remodel of the Visitor Center.

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Member Kathy Phillips asked about the possibility of developing a place for new residents to get information about Sun City. Joelyn stated that the Hospitality Club and the Next Gen Club were both intended for newcomers but gradually evolved into social clubs. Joelyn also informed the Committee that each new resident of Sun City is given a packet full of information when they pay their RCSC fees, get their member cards in Cardholder Services. Polly also stated that the Visitor Center sends postcards out monthly to all new residents and Discover Sun City AZ is a very informative event for new residents to attend.

Recommendations to Board: None at this time

Adjournment: The meeting adjourned at approximately 10:00am.

Next Meeting: May 9, 2017 at 9:00am at Lakeview Board Room

Respectfully Submitted,

Kathy Phillips, Secretary