

RECREATION CENTERS OF SUN CITY, INC.
Outreach & Communication Committee
May 9, 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, Kathy Phillips

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

GUESTS: Martha Dudley

Approval of Prior Meeting Summary: The Meeting Summary for April 11, 2017 was approved as presented.

Introductions: None

Old Business:

Chair Walczak distributed the monthly cardholder statistics, a list of clubs with contact information and a list of goals for the Committee for 2017 which was discussed last month. In reviewing the statistics for the month, it was noted that of the thirty-four (34) new cardholders last month, twenty-eight (28) heard about Sun City from family and friends and therefore the Committee will focus on current residents.

New Business:

Chair Walczak brought the Committee Members up to date on recent activities affecting Sun City Residents.

Sun City Visitor Center & Marketing Manager Polly Corsino presented the Committee with statistics from the Sun City Facebook page and stated she would like to increase the "Reach" numbers. The Committee discussed ways to increase participation on the Facebook page. Some suggestions given were to ask a question which would elicit a response. Also noted was that www.suncityaz.org has a link to the page and a Committee Member Martha Dudley stated that blogs can have a link to the page also. It was suggested that maybe this could be incorporated into the "officer training" groups for clubs.

Committee Member Jan Sniderman suggested coming up with a "Happiness" scale. Information about a website called www.pursuit-of-happiness.org was distributed to the Committee. On the website they offer surveys that can be taken each year to assess the happiness scale in all countries of the world. The question was raised on whether we could have a Happiness Survey for Sun City? Discussion was had on the advantages of the survey and it was noted that one section of the survey is called the "Satisfaction of Life" scale. The Committee was in agreement that this should be added to our list of goals for 2017.

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Chair Walczak suggested the Committee use the summer months to come up with more definite plans for achieving the seven (7) goals listed below:

- Increase Sun City resident emails to 9500
- Set Liaisons for the non-RCSC events and organizations
- Obtain a new van for the SC Visitor Center
- Increase Facebook page “likes” from 1250 to 1500
- Obtain new residents emails in order to send a “Welcome Message” and other information
- Write a monthly article for the Independent with a positive spin on involvement and volunteering in Sun City
- Develop a “Happiness Survey” to be used by current Sun City residents.

Recommendations to Board: Would like to ask the RCSC Board of Directors if it would be appropriate to continue to develop a method to measure the Happiness and or Satisfaction of Sun City Residents.

Adjournment: The meeting adjourned at approximately 10:05am.

Next Meeting: September 12, 2017 at 9:00am at Lakeview Board Room

Respectfully Submitted,

Kathy Phillips, Secretary