

RECREATION CENTERS OF SUN CITY, INC.
Outreach & Communication Committee
October 10, 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 Kathy Phillips, Gary Cotton, Jan Sniderman and Sue Blechl

RCSC STAFF: Sun City Visitor Center & Marketing Manager Polly Corsino, Communications & Marketing Coordinator Joelyn Higgins

GUESTS: RCSC Board President Rich Hoffer

Approval of Prior Meeting Summary: The Meeting Summary for September 12, 2017 was approved as presented.

Introductions: None

Old Business: Chair Walczak asked if anyone had a report on the goals discussed at previous meeting. Polly Corsino reported that Facebook hits are up. Various types of social media were discussed and currently Facebook is the media of choice. Joelyn Higgins reported that both RCSC web portal sign-ups and RCSC News Email Alert requests have increased in the past year.

Member Sue Blechl reported that the Speakers Bureau has had several requests from the clubs for someone to come and speak about the services of Maricopa County Libraries in Sun City.

New Business: Polly reported that the new Kiosk at the visitor center will have a wall for information about non-RCSC events and entertainment available in Sun City. Potential residents and current residents are using the visitor center more and more for access to local information.

Joelyn distributed a new flyer describing the upcoming winter shows for which season tickets will be available to purchase in November.

Open houses for the recreation centers was discussed and while the event is up to the clubs to make happen it appears that more guidance is needed and Joelyn has offered to speak with the clubs office about this.

Recommendations to Board: None at this time

Adjournment: The meeting adjourned at approximately 9:25am.

Next Meeting: November 14, 2017 at 9:00am at Lakeview Board Room

Respectfully Submitted,

Kathy Phillips, Secretary

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Meeting Summary – October 10, 2017

Page 1