

**RECREATION CENTERS OF SUN CITY, INC.**  
**Outreach & Communication Committee**  
**December 12, 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 Gary Cotten, Jan Sniderman, Martha Dudley, Steve Oaks

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

**GUESTS:** RCSC Board Candidate Dale Lehrer

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

**Discussion:**

Joelyn informed the Committee that the Club Presidents meeting will be held next month at Sundial with two sessions scheduled, the first on Tuesday, January 9 from 1:30 to 4pm and the second on Thursday, January 11 from 9 to 11:30am. It is mandatory that all club board officers attend.

Joelyn also noted that the current email contact list for RCSC Members is about 9,000.

Polly stated that there are currently 1,525 Facebook followers and our goal for this year was 1,500.

Polly also advised the Committee of upcoming realtor tours at the visitor center for educating them on RCSC.

**New Business:** Committee Member Martha Dudley suggested creating a “club logo” that would be authorized by RCSC for approved clubs to put on their websites and literature. Discussion ensued and the decision was it would be difficult to manage. She also suggested there be a long term plan for software that could track club member activity and usage rates at clubs. This would allow for trend analysis to determine expenses and use of property per club.

**Recommendations to Board:** The Committee would like to have the President of each club be more responsible and accountable for communications between their club and the RCSC.

**Adjournment:** The meeting adjourned at approximately 9:40am.

**Next Meeting:** January 9, 2018 at 9:00am at Lakeview Board Room

Respectfully Submitted,

Steve Oaks, Acting Secretary