

**RECREATION CENTERS OF SUN CITY, INC.**  
**Outreach & Communication Committee**  
**January 9, 2018**

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

**PRESENT:** Chair Jerry Walczak, Co-Chair Dale Lehrer, Committee Members Jan Sniderman, Martha Dudley, Steve Oaks, Sue Blechl, Kathy Phillips

**RCSC STAFF:** None

**GUESTS:** None

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

**Introductions:** Chair Walczak introduced Dale Lehrer, his Co-Chair for 2018 to the Committee.

**Old Business:**

Chair Walczak reported that he took the idea presented last month to the Board, and received a negative response. Discussion ensued clarifying the issue and a proposed solution. Martha Dudley and Jan Sniderman had proposed that since communication between the Clubs and the RCSC is sometimes fragmented, that the COC's could be used in this link. Further discussion led to the idea that it would be helpful in planning, if the clubs had a way to track the usage of their rooms/activities. Some clubs have developed their own systems for this tracking, using their own data base. But, clubs are no longer required to report to the RCSC. Martha suggests that the current data information system can be modified to include this information Chair Walczak suggested that Martha and Jan meet with the IT people and discuss the possibility of such a modification.

**New Business:**

Chair Walczak announced that RCSC Employees Joelyn and Polly will no longer be attending this committee meeting unless the committee requested their presence.

Chair Walczak also reported that Polly Corsino, Sun City Visitor Center and Marketing Manager, is working on a Virtual Tour of Sun City. This can be used with new residents as well as the prospective population. It is also noted that the Bus Tours from the Visitor Center have been discontinued due to the age and constant problems with the bus.

Sue Blechl reports that the Book Buddies program at the Library continues to grow. The Library is still scheduling speeches to various clubs and events.

Martha Dudley suggested that RCSC, or someone, should offer training to Realtors about the unique selling and purchasing conditions encountered within Sun City. She also suggested that Polly could contact someone from the Camera Club for some help with the Virtual Tour.

Jan Sniderman suggested that we look at the newspapers and the social media to see where there are possibly complaints that we can use to develop ideas for better communication

Jan Sniderman asked if we should talk about goals for our committee this year. Chair Walzak asked for each member to give this some thought and bring these ideas to the next meeting.

Kathy Phillips suggested that we receive the New Cardholder's Statistics which are gathered each month by Cardholder Services Office and Chair Walczak stated that he would get those for the Committee.

**Recommendations to Board:** None

**Adjournment:** The meeting adjourned at approximately 9:55am.

**Next Meeting:** February 13, 2018 at 9:00am at Lakeview Board Room

Respectfully Submitted,

Kathy Phillips, Secretary