

RECREATION CENTERS OF SUN CITY, INC.
Outreach & Communication Committee
November 13, 2018

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

Present: Chair Dale Lehrer, Co-Chair Rich Hoffer and Committee Members Sue Blechl, Jan Sniderman, Kathy Phillips, Martha Dudley

RCSC Staff: Communications & Marketing Coordinator Joelyn Higgins

Guests: RCSC Board President Jerry DeLano, RCSC Board Candidates Darla Akins, John Dockham and Cardholder Mike Wendel

Approval of Prior Meeting Summary: The Meeting Summary for October 9, 2018 was approved as presented.

Introductions: Guests were introduced and asked to participate in the discussions.

Old Business: There was a brief review of the SWOT (Strengths, Weaknesses, and Opportunities & Threats) exercises which have led up to the development of goals. Chair Lehrer read a quote from Lewis Carroll, "If you do not know where you're going, any road can take you there."

New Business: Two members had actually written out suggestions for goals with action steps and time frames. Using these as a starting point, the Committee actively participated in setting goals for the coming year.

1. Improving incoming and outgoing communications between RCSC Board and Members.
2. Improve website interactivity.
3. Information on clubs and activities.
4. Effectiveness and contribution inter improvement.

After goals and action steps were established, the group applied the SMART (Specific, Measureable, Achievable, Relevant and Time Measured) criteria to check the quality of each goal. It was agreed that most goals can be accomplished by the end of 2019.

Recommendations to Board: None

Adjournment: The meeting adjourned at approximately 10:06am.

Next Meeting: December 18, 2018 at 1:00pm at Lakeview Board Room

Respectfully Submitted,

Kathy Phillips, Secretary