

Outreach & Communications Committee

January 18, 2024

Chair Jean Totten called the meeting to order at 3:30 PM in the auditorium of the Mountain View Center.

Present: Chair Jean Totten, Co-Chair Anita Borski, and Committee Members Suchindran Chatterjee, Sandee Crawford, Lori Ellingson, JoAnn Greeney, Suzanne Hetts, Cindy Hintze, Stephen Malkowski, Clarisse Mayer-Oaks, Dennis Stokely, Mike Wendel, Karla West

RCSC Staff: General Manager Matthew D'Luzansky, Director of Bowling Mike Dirmyer, Communications Coordinator Joelyn Higgins, Communications Manager Beth Lucas, Mike Ege, Doreen Rafferty

Guests: RCSC Board President Kat Fimmel, Lisa Gray (GM, SCHOA) and Members Patricia Cramer, Cheri Marchio, Linda McIntyre, Tom Marone and Ruth Micah

Updated Committee Roster: The Outreach & Communications Committee Roster was circulated and updated. Chair Totten will submit the roster for update.

Review/Amend Prior Meeting Summary: This is an inaugural meeting. There are no prior summaries.

NOTE:

As recommended, the reformatting of the Meeting Summary was instituted by inserting an Action Item Summary at the beginning to facilitate ease of reading for all.

Action Items:

1. Chair Totten will investigate a method by which all members may communicate with each other outside of regular meeting times.
2. Next meeting the group will decide if a Mission Statement and Goals are necessary.

Old Business: None

Housekeeping chores:

- Set phones to silence.
- Please check your information on the Roster to verify it.
- A secretary was appointed. Thanks to JoAnn Greeney.
- A timekeeper was appointed. Dr. Chat will take on the role today.
- A stacker was appointed (will keep track of who is next to speak when hands are raised).

Ground rules were discussed:

- Start meetings on time.
- One conversation at a time.
- Come prepared.
- Stick to the agenda.
- Use a parking lot for good ideas that are not pertinent to the topic but that we don't want to forget.
- Don't monopolize the conversation.
- When brainstorming
 - There are no bad ideas.
 - There are no criticisms.
 - There is no evaluation.

Chair Totten had requested members of the committee to come prepared to express why they have a vested interest in elevating awareness and deepening the commitment to our community. Hopefully this committee will be able to implement ways to bring about member awareness, more contact between members, more education with members (with regard to changes to Sun City), and more transparency in where money is being spent and invested.

Concerns and Comments from Attendees:

- Neighbors do not know of events; too many residents are not aware of various clubs, lack of involvement.
- Push vs pull communication. How can we provide accurate information to our members? The monthly Sun City Update publication needs additional improvements. Too much apathy among members.
- Where should we start with this committee? What are the needs and then how do we create the solutions and develop multiple models on how to give information to the general members?
- How many residents of Sun City actually use our facilities? 20%? 50%? Why is this important? Are we duplicating efforts where there shouldn't be any?
- Residents need to know the role of RCSC vs SCHOA. Realtors need to understand the PIF & CIF & annual assessment charges.
- We need an electronic calendar that works; one that downloads events and meetings to ours.
- Likened this to a 3-legged stool with two external and one external legs.
- Have we used the information from the ASU survey to its fullest?
- The new generation of residents prefers paperless messaging.
- It is imperative to have individuals and realtors understand the importance and duties of SCHOA.
- Informing residents how RCSC clubs are formed. Difference between chartered and non-chartered clubs. All clubs deserve the opportunity to be noticed.
- Employees need a direct correct route to refer residents and inquiries to the appropriate department in a timely fashion.
- Let's open our entertainment options to local senior and assisted living communities.
- Possible creation of a "Sun City TV channel". Live streaming can be done. Including weekly Sun City news reports, messages, and any 'specials' from various clubs
- Consumers are looking for information on Internal events, External events, and the governess's line of communication. Who is responsible for disseminating this information?
- Condo Owners Association Board Members could be more involved and encouraged to attend RCSC meetings and events.

- Focus on individuals who want to be involved and encourage those to widen their circle of influence.
- Look at our current lines of communication, are they working? Are they successful?
- What are the Issues? What are the Needs? What do members want?

New Business:

At this time, Chair Totten asked General Manager D'Luzansky to chat with us about what his plans are for communication going forward and how he feels that this committee can aid in those endeavors. Some ideas mentioned included researching if we are communicating to the right people. Does everyone need a weekly update? Which members want to be left alone and which want all the news that they can get? Is there a way to cut down on the many methods we have? How can we be more consistent? Is marketing Sun City necessary?

Closing Thoughts:

The committee discussed both the time frame and the amount of time for this meeting and concluded that 90 minutes from 3:30pm – 5:00pm works.

Chair Totten reminded the group that we had not touched the Outreach portion of our committee and to be thinking about that for the next time.

Adjournment: The meeting adjourned at 5:10pm.

Next Meeting: February 15, 2024 at 3:30pm – Lakeview Board Room

Respectively Submitted,

JoAnn Greeney, Secretary