

Outreach & Communications Committee

February 15, 2024

Chair Jean Totten called the meeting to order at 3:30 PM in the Lakeview Center Board Room.

Note: Chair Totten left the meeting at 4:30 pm. Co-Chair Boski took over the responsibility of running the meeting.

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

RCSC Staff: Non-Golf Sr. Leader Mike Dirmyer

Guests: RCSC Board President Kat Fimmel, Cheri Marchio, Mike Ege

Review/Amend Prior Meeting Summary: The January 18, 2024 Meeting Summary was accepted as presented.

Old Business:

- Jean asked if members would like to attend some of these meetings via **ZOOM**. Members did not see the benefit of off-site attendance.
- Jean asked if a **Mission Statement** is needed at this early stage of our committee development. Some members believe a Mission Statement will be needed to keep our committee on target and will also prove beneficial to seeing positive results.

New Business:

- Jean read the introductory description of our committee that is featured in Policy #27 – Standing Committees (which is located on the website under RCSC, Corporate Documents)
“The purpose of the Outreach and Communication Committee is to ensure that we increase our visibility, help re-establish a sense of community, identify key messages, and connect with our Members, Board of Directors, and our RCSC Staff; while recommending avenues for an exchange of information, encouraging active participation, and serving as a link with our community partners to promote quality messages as we all serve the same people.”
- Looking at the above purpose, which three items should we focus on now? Which three items of most interest to you? We could have a few different sub-committees working on different points of interest.

Discussion

- RCSC job posting: **Clubs, Activities and Communications Leader** will report directly to Mike Dirmyer. We look forward to welcoming this new team member and sharing insights and goals for the continued success of RCSC events.
- A comment was brought up about possibly dissecting the ASU survey. Members of the Long-Range Planning Committee (LRPC) mentioned that they are doing exactly that study now. LRPC should provide their bullet point results in a month or two.
- A member brought up the possibility of surveying residents who attend events, to obtain their rating of many activities. This task could be very beneficial to our future planning, TBD how the task could be orchestrated. Non-Golf Sr. Leader, Mike Dirmyer said that website surveys could be very expensive. The Vintage Vehicle Club of Sun City did send out a MAIL CHIP survey recently to attendees, results are pending. Maybe a short questionnaire could be handed out to attendees after the function. However, we have found most of our population tend to evacuate the building and parking lot ASAP. We know an event has been popular/successful when individuals stay till the very end.
- **Where can we start?** What could/should be our #1 priority in helping members (new and seasoned) understand the ins and outs of Sun City community living? More emphasis can be placed on each resident having an RCSC Rec Card. Explaining the importance of this membership card for voting and activity purposes.
- What are the possibilities of giving new residents an organizational folder? Maybe a three-ring binder or pocket folder. There are so many flyers and misc. information sheets being handed out, this way individuals can add and subtract information pertinent to their interests.
- The Visitor Center has changed its name to **The Welcome Center**.
- Everyone seems to agree that the monthly Sun City Update is valuable. How can we distribute news to each resident in a time-effective and inexpensive manner? Should we have two versions of the document? One listing all events by categories and the other listing events at each Recreation Center.
- At some point we will have to **honor the wishes of members** who do not wish to participate in anything we value. Some residents are here to relax and keep to themselves. Yes, it is hard to understand.
- Another possible avenue for education and information dissemination could be to **write articles for the weekly free independent newspaper**. For example, promoting the used bookstore located in the library at Bell Center.
- **Snowbirds Verses Full-time residents** pose a difference in attitudes. Snowbirds have the luxury of enjoying more activities while full-timers have 2-3 months of fewer summer events. Are full-time residents as appreciated as the snowbirds?
- Yes, there is information ‘out there’ yet, it seems like one must dig and dig and dig within our website and ask employees to find what one is looking for. President Kat Fimmel mentioned that an RFP has been sent for a new website design.

- **Outreach and Communication is a HUGE topic.** How can we break it down for more targeted goals? Keeping our efforts within our scope of purpose, we can hopefully see real action and perceived improvements. “A little less talk and more action” should be at play here.
- Our scope of purpose is not micro or macro management. How can our committee help make the work of RCSC Management and members easier?
- Our General Manager, Matthew D’Luzansky, has a vision and a plan. He is implementing several changes within RCSC. We need to honor and respect his oversight.

Action Items:

- Jean will email the introductory description to the committee and each committee member will decide:
 - (a) which three items should we focus on now.
 - (b) Which three items are of most interest to you.Bring to the next meeting and Sub-committees might be formed at that time.

Adjournment: The meeting adjourned at 5:10 PM

Next Meeting: Thursday, March 21 at 3:30 PM– Lakeview Board Room

Respectively Submitted,

JoAnn Greeney, Secretary