

Outreach & Communications Committee

April 18, 2024

Chair Connie Jo Richtmyre called the meeting to order at 1:30pm in the Lakeview Center Board Room.

Present: Chair Connie Jo Richtmyre and Committee Members Suchindran Chatterjee, Sandee Crawford, Lori Ellingson, Dennis Stokely, Jean Totten

Guests: RCSC Board Directors Tom Foster, Chris Nettesheim, Steve Collins and Cardholders Ruth Mackay, Tom Marone

Review/Amend Prior Meeting Summary: The March 21, 2024 Meeting Summary was accepted as presented.

Old Business:

- Subcommittee Projects
 - “Get out the vote”
 - The subcommittee came up with the following ideas:
 - Make voting easier on the phone (than through the portal)
 - “Drive up” voting
 - A garage sale
 - Free cookies at the polling location
 - Communicate with the 31 local churches to encourage voting
 - Communicate with the numerous COAs & SCHOA to encourage voting
 - Increase voting locations, such as kiosks at the Rec Centers
 - Better communicate candidate forum & voting schedules to members
 - “Survey” Sub committee

Items Discussed:

- Chair Richtmyre commented that the tasks given last month to the committee were needed and have purpose. However, if committee members feel that those tasks are a waste of time, should this Committee be on hiatus until next year to give RCSC management time to reorganize RCSC communications?
 - Jean Totten questioned who is taking care of communication for RCSC if the Outreach and Communications Committee (OCC) can’t talk to Mike Dirmyer and the Events & Communications group.
 - Chair Richtmyre stated that RCSC management requested that the RCSC Board of Directors and the OCC give Mike Dirmyer’s team the time necessary to reorganize.
- Committee decided to meet in May.
- Need a committee member to volunteer to be the Secretary.
- Steve Collins commented that July 4th, Ringing of the Bell at Bell Rec Center would be a perfect opportunity to talk to people about the RCSC Board, and how to vote.
- Biggest issue – Getting people to understand RCSC is self-governed, Title 10 and that SCHOA is different than RCSC.

- Educating the Realtors that sell in Sun City, so they know the correct information regarding RCSC assessments, SCHOA, etc. Perhaps a meeting with realtors.
 - Past seminars for realtors did not work.
 - Utilize the Sun City in Focus skills for the meeting.
- “Get out the vote” - Need to educate the potential voters so they are informed voters.
- Voting concerns – How do you control ballot stuffing?
- Chair Richtmyre commented - Board Members speak with General Manager D’Luzansky to request permission to speak with RCSC management or staff.
 - In the past RCSC employees were put in a difficult position and by running through the GM prior to talking with them, it allows the employee some protection.
 - The Board is trying to be respectful of not interfering with normal operations.
 - Is this written anywhere?
 - Yes, in our Corporate Documents. The General Manager is the only employee the Board can provide directions to.
- Dennis Stokely commented that our message needs to be simple, easy to understand.
 - Brand – slogan, getting too diluted and complicated.
 - RCSC needs to know its audience.
- Dennis Stokely spoke about the Long-Range Planning Committee and the town halls being yearly.
 - Having the town halls in October and perhaps having the OCC help with the administration and coordination.
 - Could be a good vehicle to remind people to vote.
- Is Town Hall even the right phrase or term?
- Perhaps having center meetings, one at each center to focus on what that location has for amenities, recent changes, etc.
 - Focus only on that center, nothing else would be discussed.
 - Maybe a general meeting about all of the rec centers and the specifics of each one.
 - Has to be entertaining & informative
- Idea – before meetings or entertainment performances, have various clubs present something about their specific club.
- Who will organize the Town Halls? Is this committee willing to do that?
 - The people running the meetings need to control the discussion and keep the focus on the 5-year plan and how it impacts the budget.
- Jean Totten – Do we disband this committee until January?
 - Can’t if this committee hosts the fall Town Halls.
- Email Blasts – separate blasts for things like Board meetings, Annual Membership Meeting, instead of having it at the bottom of a weekly email.
 - Need to increase the visibility so members see them.

Adjournment: The meeting adjourned at 2:57pm.

Next Meeting: Thursday, May 16, 2024 at 1:00pm– Lakeview Board Room

Respectfully submitted,

Connie Jo Richtmyre, Acting Secretary