

Outreach & Communications Committee

May 16, 2024

Chair Connie Jo Richtmyre called the meeting to order at 1:00pm in the Lakeview Center Board Room.

Present: Chair Connie Jo Richtmyre, Co-Chair Anita Borski and Committee Members Lori Ellingson, Jean Totten, Mike Ege, Karla West

Guests: RCSC Board President Kat Fimmel, RCSC Club/Activities/Communication Manager Maureen Almazan and Cardholders Tom Marone, Mike Wendel, Susan Bjork

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

RCSC Club/Activities/Communication Manager Maureen Almazan introduced herself to the committee. A communications coordinator has been hired and should start in a couple of weeks.

Chair Richtmyre will announce at the next RCSC Board meeting a need for additional members to join the Outreach & Communications Committee (OCC) committee.

RCSC Board President Kat Fimmel spoke about how the OCC is important, and it's important that the committee succeeds. Yes, there used to be a communications committee, and it morphed into something else. This committee has had a shaky start, and it is clear we need a communications committee. We need to get back to basics. How do we communicate?

Chair Richtmyre asked for a volunteer to be the committee Secretary, and no one volunteered for the position.

Old Business: "Get out the Vote"

RCSC President Fimmel mentioned the purpose of the task to "Get out the Vote" is to communicate to the members about the RCSC Board elections, and the need for candidates. The Elections Committee is to encourage and/or find qualified members to run for the RCSC Board and to maintain the integrity of the elections. Approximately 2,000 members voted last year out of approximately 40,000 RCSC members.

Additional ways of communicating was discussed by the committee like the Welcome Wagon, email blasts, center bulletin boards, mailing of the SC Update and the cost to mail as well as doing a survey.

Additional discussion also included: finding out the number of members that receive the RCSC email blasts and the number of clicks for the digital Update.

New Business: None

Adjournment: The meeting adjourned at 2:25pm.

Next Meeting: Thursday, June 20, 2024 at 1:00pm– Lakeview Board Room

Respectfully submitted,

Connie Jo Richtmyre, Acting Secretary