

Outreach & Communications Committee

June 20, 2024

Chair Chris Nettesheim called the meeting to order at 1:00pm in the Lakeview Center Board Room.

Present: Chair Chris Nettesheim, Co-Chair Connie Jo Richtmyre, Co-Chair Kat Fimmel and Committee Members Dennis Stokely, Sandee Crawford, Mike Ege, Mike Wendel, David Tesar, Chatterjee Suchindran, Lori Ellingson (remotely)

Guests: RCSC Club/Activities/Communication Manager Maureen Almazan, RCSC Board Director Preston Kise

Review/Amend Prior Meeting Summary: The May 16, 2024 Meeting Summary was accepted as presented.

Chair Nettesheim introduced herself, she stated she is excited to chair the committee. Chair Nettesheim provided some personal and professional background and asked that each member of the committee introduce themselves and provide some information as well.

Chair Nettesheim stated it is important in this committee that we know each member of the committee because this committee has to communicate well. Part of that will be how we use Teams for communicating; go to Teams for files. Committee members may need training in Teams.

- This committee needs to communicate with the Clubs Office better, and with the community. We need to be proactive rather than reactive. We need to be validating people.
- Storming and rules. How as a committee are we going to do something? Have a game plan, a process in place and then do it.
- When Chair Nettesheim first attended an Outreach & Communications (OCC) meeting she noted this committee has lots of great ideas.

Mike Wendel provided a formal PowerPoint presentation to the committee covering multiple ideas and recommendations to create an action plan and overall process for the committee. This presentation included:

- Identifying and qualifying our members and guests' preferences regarding receiving RCSC information.
- Identifying the audience – Current and future residents, partner organizations, and public safety or government agencies.
- Determining our available resources; what tools/methods does RCSC currently have and use.
- What are the current communication challenges?
- How do we educate members and privilege card holders?

Committee members discussed topics from the presentation and how to reduce apathy of members that choose not to participate, in activities, in clubs, voting, etc. Possibly setting aside a portion of assessment fees to provide regular newsletter mailings to all RCSC members and privilege card holders. Providing information to all members that they have a voice in decision making, and their vote for the RCSC Board matters.

Sending accurate information out to members so that those who care have correct information to make decisions, and to get involved.

Need to communicate with everyone, including shut-ins. Need to better understand the demographics.

Chair Nettesheim said minimally RCSC should do a survey “How do you want to communicate with RCSC? What do you want to use?”

Dennis, Lori and Mike W. will work with Clubs/Activities/Communications Leader Maureen Almazan to collect and integrate data points for our use as we prepare for future work. The due date is the end of August.

A second subcommittee was formed with Lori, Suchindran & Dave to work on the problem statement to provide clear guidelines on the survey, to know what questions to ask. The due date is the end of August.

Old Business:

Committee member Suchindran Chatterjee volunteered to be Secretary for 2024.

Per Chair Nettesheim the OCC meetings will be recorded, so that Suchindran can review for committee meeting summary.

New Business: None

Adjournment: The meeting adjourned at 3:02pm.

Next Meeting: Wednesday, August 7, 2024 at 1:00pm– Lakeview Board Room

Respectfully submitted,

Co-Chair Connie Jo Richtmyre, Acting Secretary