RECREATION CENTERS OF SUN CITY, INC.
Outreach & Communications Committee
November 21, 2024

Chair Chris Nettesheim called the meeting to order at 2:01pm in the Lakeview Center Board Room.

Present: Chair Chris Nettesheim, Co-Chair Kat Fimmel and Committee Members Mike Ege, Mike Wendel, Chatterjee Suchindran, Mike Matusz, Susan Bjork, Sandee Crawford, Lori Ellingson

RCSC Staff: RCSC Club/Activities/Communication Manager Maureen Almazan, Communication Coordinator Aaron DeVandry

Guests: None

Review/Amend Prior Meeting Summary: The October 17, 2024 Meeting Summary was accepted as presented.

Old Business:

We're at T-90 (90 days) to go live for the new web site. So, user acceptance testing will begin in early February, and roll out is February 28, 2025. Single sign on is critical to our needs and what kind of training modules do we need for staff and members and when do we roll it out? What and when do we communicate? An action plan is what to do and when? There should be hard dates associated with milestones.

We need to build an action plan. The topics could be what would the user expect navigating the new site. The board and administration meets with the vendor, TALLWAVE, once a week now. What is changing between the old and new sites? The web site individual calendar selections will be user defined per individual preferences. There will be no reservations system. We can filter calendars. We need to see the requirements and Chair Nettesheim will send out the requirements to both committees. We're going to template to have club uniformity in what's shown.

Both committees will have access to beta test the web site to be able to develop the action plans. We will get full access to look at what they've built. We will have a new search function, login, cookies to track preferences, users will have their own experiences, there'll be stored corporate documents. Different vendor companies drive the various city uses.

We need to also provide static analysis. We've user cases, from them we should build training modules, if needed. Can we use the computer club to have classes for members who are neophytes with computers? We can't set date milestones until the next meeting.

Small things go unrecognized: clubs or spaces being open or available, financials shouldn't be publicly available, some club information should be behind logins, etc. No two-factor authentication. The system will allow the user to retain passwords for a year.

The decision has been made to have only joint meetings of this committee until it's not needed and this will be the COMM-TECH ROLL OUT TEAM. We will meet during our regular Technology and OCC meetings every month. There will be an agenda for the meeting. We will ask TALLWAVE to give a presentation at our first meeting. We will have an extra meeting on Wednesday, December 4, 2024.

We've decided to use publicly accessible YouTube as the platform for the training videos; this is much like we can see RCSC meeting videos. Should we involve the computer club for the outreach? YouTube allows one to track everything and we can cascade the link using the various clubs to spread the links within the club. We also should use the Independent Newspaper and publish QR codes everywhere.

Our mobile use amongst members is skyrocketing exponentially. This is a good base plan for outreach. Should we do a coming attractions continuous marketing, added value messages, sneak peek new features, new videos and short clips on social media. We need to look at and use rising popular media. We want to use email blasts, YouTube, print media, flyer mass mailing, social media, QR Codes, RCSC marquees, monitors in the recreation centers, Sun City Update and all available media opportunities and platforms. Targeted marketing.

New Business: None

Adjournment: The meeting adjourned at 3:54pm.

Next Meeting: December 11, 2024 at 4:00pm– Lakeview Board Room

Respectfully submitted,

Suchindran Chatterjee, Secretary