

RECREATION CENTERS OF SUN CITY, INC.
Member Communication Committee
April 10, 2012

Chair Bill Pearson called the meeting to order at 1:05pm in the Lakeview Board Room.

PRESENT: Bill Pearson, Chair; Dan Hill, Co-Chair; Tim Gallen, RCSC Communications Coordinator; and Committee Members Paul Hermann, Judy Baldwin, Sam Baldwin, Skelli Dedmon, Bruce Grounds, Julie Powell, Laura Palmer and Diane Worth

ABSENT: Larry Miller

Guest: 4 Guests

Approval of Prior Meeting Summary: The Meeting Summary for March 13, 2012 was approved.

Old Business:

1. **SCW Torch Program** – Nothing to report at this time.
2. **Ten Focus Areas** - The committee added Board Meetings and Blogs. The Committee is requesting the SunViews add a Key Events calendar to the front page and Fun Fairs to have better advance advertising. It was suggested that every recreation center have a banner to promote attendance.
3. Resolutions being brought to the RCSC board are:
 - “Advertise all Fun Fair’s in the Sun Views, in bold print, on the front page and in corresponding advertising.”
 - “Year end donations made to RCSC by clubs to be used to help market and promote community events.”

New Business:

1. The Committee discussed what outcome the Committee wants to achieve for their focus areas:

Sharing Information

Sending/Receiving

Results

Smooth Transition

Clarification/Implementation to be clear and concise

Chair Pearson, suggested the goal is to make people feel good that they chose Sun City for retirement.

2. At the next meeting, Committee members will come prepared to discuss the best vehicle to reach the most people, and avenues for welcoming new owners to the community.
3. Diane Worth will provide the number of publications that are circulated in Sun City for statistical data. **Action Item**

Adjournment: The Meeting adjourned at 2:30pm.

Next Meeting: May 8, 2011 at 1:00 pm - Lakeview Center Board Room