

# RECREATION CENTERS OF SUN CITY, INC.

## Marketing Committee

March 28, 2012

Chair Martinez called the meeting was called to order at 1:00pm in the Lakeview Board Room.

**PRESENT:** Chair Carole Martinez; Co-Chair Bill Pearson; Committee members Tom Loegering, Jerry Belvo, Anne Brenke, Georgia Bond (new member), Paul Herrmann

**GUESTS:** Paulette Davis and George Allen

**Approval of Prior Meeting Summary:** The Summary of the February 28, 2012 meeting was approved. The Realtor Sub-Committee Summary of March 22, 2012 was also approved, copy attached.

### Old Business:

- **Connie Stover/Quicweb Solutions:** Connie continues her work on the website. Ads sold by the Visitors Centers are being signed by the President. Clubs will be shown in a cross reference method and a search engine. Co-Chair Pearson talked about the non-performance clause and will check with General Manager Jan Ek, when she returns. RCSC needs to approve its leg before the launch of the website can be done. The Visitor Center and Marketing legs need to be compatible. By the next meeting, the header of the site needs to be done; Chair Martinez will call Connie after the meeting. The goal is to launch the website in May, but could be put out to September or October.

**Guest comments:** Guest George Allen spoke about websites, like Sun City for 55+ communities. He believes a better website should make the website media sensitive but locally oriented. He suggested promotion of best value. George talked about YouTube and believes more videos are better. Webmaster will put a title and a link on the site; having our own channel does not allow YouTube to take clients off the site.

- **Realtor Sub-Committee:** The Realtor Sub-Committee met on March 22, 2012. Co-Chair Pearson talked about items noted on the subcommittee meeting summary. SRES is the name of WEMAR certification which is Senior Real Estate Specialist. The Sub-Committee wants to ensure that realtors are qualified to market Sun City. There needs to be a tracking ability to make sure they sell and show property here. Realtors that do not agree with the criteria can make suggestions for change.
- **Stay & Play:** The Committee wants to make sure the Board knows it is trying to get people to rent, then become residents here, with a goal to help improve property values.

### New Business:

- **Events:** Co-Chair Pearson and Paul Herrmann talked about comments received by a resident thinking that Marketing and Events are the same. Paul mentioned a community event, Celebrate Community, and trying to get volunteers. New volunteers only want to have a project to work on, and then they are done. They will not do traditional volunteering where they commit regularly for an undetermined period of time. For

events, there is a need to get people to commit for the event only, which will be a shorter commitment. The Committee discussed formation of a Sub-Committee for events and should think about events for year-round visitors, not just snowbirds. This will be presented to the Board for approval.

- **Fun Fairs:** Fun Fairs should be in the SunViews. Paul Herrmann suggested that there should be some financing available to promote the event. A suggestion was made that Clubs donate to RCSC and those funds go back into a fund to promote the Fun Fairs and market Sun City. The Committee discussed the need to get people in charge of the Fun Fairs and to have the Board and Management encourage participation.

**Adjournment:** The meeting was adjourned at 2:25pm.

**Next Meeting:** April 24, 2012 at 1:00pm – Lakeview Board Room

Respectfully submitted,

Tom Loegering, Secretary

**ATTACHMENT**  
**RECREATION CENTERS OF SUN CITY, INC.**  
**Marketing Sub-Committee Meeting**  
**March 22, 2012**

**PRESENT:** Chair Bill Pearson; Donna Nish and Paulette Davis

Chair Pearson met with realtors Donna Nish and Paulette Davis at 9:00am in the Lakeview Administrative Conference Room regarding formation of a realtor program.

**Discussion:**

Step 1: Set up accreditation program for realtors to include:

- A. Senior designation through WEMAR;
- B. Establish RCSC training day(s) to include tour of amenities, history and how Sun City operates (one full day or two half days). Must attend one activity.

Step 2: Value of the accreditation

- A. Leads from the website (how to distribute)
- B. Some type of recognition; certificate, name badge, website listing

The sub-committee discussion/suggestions will be shared with the Marketing Committee at its next meeting on March 28, 2012.