

**RECREATION CENTERS OF SUN CITY, INC.
MEMBERSHIP-COMMUNICATION COMMITTEE**

May 11, 2010

The meeting was called to order by Chair Diane Worth at 11:00am in the Lakeview Center Board Room.

PRESENT: Chair Diane Worth; RCSC Director Phil Cook; Tim Gallen, RCSC Communications Coordinator; Committee Members Sam Baldwin, Judy Baldwin, Skelli Dedmon, Julie Powell, and Paul Herrmann; and Guests Walt Patterson and Jim Powell

ABSENT: Members Lucky Marr, Jan Sniderman, Lou Sniderman and Bruce Grounds

Summary of the April 8, 2010 meeting was approved as printed.

Old Business:

- Realtor Education: Walt Patterson is working on a handout for realtors and expects to have it ready for review within a couple of weeks.
- SunViews:
 - Paul Herrmann discussed ways of taking ads so there is no cost to RCSC. At present, RCSC has nothing to do with ads; the Independent charges for and places advertising. Doing ads by RCSC would require additional staff and would be more costly. Currently, RCSC pays \$1500 for 16 pages; \$300 for additional 4 pages and pages range from 16 in low season to 24 pages in high season. The Independent adds 4 pages for their ads. There is a need to plan ahead and have timely articles and cut out the fluff.
 - An article on bowling should be ready by September 5 announcing the new lanes and new season. Articles must be timely submitted.
 - COC Article: Phil Cook would like to see an article on the COC and in particular Board Policy 12A and Tim Gallen suggested a two-part "Did You Know?" series on this topic.
 - Calendar was discussed as taking up too much space.
 - Committee will continue to discuss ideas regarding potential changes to the SunViews for the future.
- Contact with Members: Paul Herrmann suggested tracking growth of Members requesting email news alerts; the next generation use the computer more so potential growth in that area.
- 60-Minute Special: Featured a segment on "Sun City" foreclosures but the problem was that it was not the original Sun City, but addresses in the 85373 zip code with Sun City mailing.

New Business: The Committee agreed they would not meet for June, July or August because many of the members will be away for the summer. The Committee agreed, however, that they will remain in touch and continue discussions of pending issues via e-mail.

Adjournment: The meeting adjourned at 2:30pm.

Next meeting: September 14 at 1:00pm in the Lakeview Center Board Room