

Communications Committee Minutes 1/20/04

In attendance: Rosemary DeVito, Stan Solow, Jack Krisanda, Gina Mushynsky.

Absent: Yvonne Johnson, Mary Mulligan, Julie O'Neill.

1. Gina was assigned to be secretary.
2. We discussed the communications committee charter and determined that there isn't one. The board of directors will formulate an official charter.
3. Stan would like to coordinate and maintain communications between RCA and governmental agencies, including town of Lysander, village of Baldwinsville, Onondaga County, New York State, and the Baldwinsville Central School District. He will e-mail anyone interested a copy for comment. Sandy Baker has agreed to write a regular column in the *Reflections*, with frequency to be determined.
4. A discussion of methods of internal/external communication followed. Internal means the *Reflections* and the RCA website. External means local government; the suggestion was made that committee members consider attending such meetings as the town of Lysander planning board, for example. Jack volunteered to attend Lysander planning board meetings.
5. Jack indicated the possibility of a medical facility returning to Radisson. Details were unavailable at the time. He also discussed the need for improved lighting on walking paths and said upgrades and repairs should begin next year. Jack is in communication with a BCSD representative re: building a school in Radisson.
6. Jack suggested featuring a Radisson neighbor in each issue of the *Reflections*. We have a goal of having a crossword puzzle in each issue as well. We are currently in the process of generating interest in the community for a comic strip (sketched by a resident as a result of winning a contest for artists) and a "teen beat" style of op-ed column for young writers. He suggested a contest, with clues given on the Internet, to solve a (crossword?) puzzle in the *Reflections*.
7. Jack suggested that the *Reflections* feature more information on the activities of the various RCA committees, with the minutes posted in every other issue of the *Reflections*.
8. We discussed how to make apartment/condo residents feel like they are part of the Radisson community. It is necessary to let apartment residents know that they are part of the community, and to let the community know that apartment residents are part of the community.
9. We discussed methods of delivering the *Reflections* to the apartments and condos. Currently, Maintenance is dropping tied bundles at apartment/condo offices, but in many cases the bundles are left unopened when Maintenance comes two weeks later with the latest issue. We could direct mail, have RCA employees deliver, or hire youth in the community to deliver. The question was raised whether RCA would have to comply with the new law that states that carriers must be at least age 16 to deliver newspapers.
10. Jack announced that RCA has a new logo and that in the spring, a variety of merchandise would be available for purchase (jackets, hats, coffee mugs, etc.).

Next meeting: Tuesday, Feb. 10, 2004 at the RCA office.

Respectfully submitted,
Gina Mushynsky