

Communications Committee Minutes 3/16/04

In attendance: Rosemary DeVito, Stan Solow, Jack Krisanda, Gina Mushynsky, Yvonne Johnson, Mary Mulligan.

Absent: Julie O'Neill.

1. The suggestion was raised that Julie place a notice on the RCA website regarding the Reflections classified advertisement policy.
2. The minutes from the 2/10 meeting were approved unanimously.
3. The search continues for a Radisson resident to run for office on the Lysander town council. Several potential candidates have declined the offer to run. Mary suggested an ad in the Reflections looking for candidates. The developing Drakes Landing issue was suggested as a timely tool for mobilizing residents. The committee agreed to ask Jack for permission to do so.
4. A discussion on how to obtain information from each committee into the Reflections followed. A separate article on the solicitation of members of the Radisson community was suggested.
5. Noting that the Long Range Planning Committee often overlaps with the Operations Committee, Stan offered to contact Robin Brown, LRPC chair, regarding a possible "introduction to the LRPC" article.
6. Yvonne brought up a recurring situation with the "Reflections" policy: people whose classified ad submission seemed to violate the written policy. Stan suggested sending the classified advertiser a written letter without actually quoting the policy. Another suggestion was to abridge the policy in the "Reflections" and bring it to the next communications committee meeting.
7. A discussion on inviting small clubs within Radisson to write regular columns about their clubs followed.
8. Stan suggested charging for all classified advertising, even garage sales, in the "Reflections." Gina suggested charging a nominal fee for a new, smaller paid advertisement size, geared specifically to what are currently free "services" classified ads, to be located near the free classifieds. The committee generally agreed with the latter suggestion.
9. Gina passed around a newsletter from a planned community in another state to demonstrate some of the ways other communities design their newsletters and the type of content they include. General consensus was for the "Reflections" to follow their lead in regards to publishing wedding/birth announcements, local high school sports, etc.

Next meeting: 10 a.m. Tuesday, March 30, 2004 at the RCA office.

Respectfully submitted,  
Gina Mushynsky