

Communications Committee Minutes 4/13/04

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

Absent: Julie O'Neill, Mary Mulligan.

1. Jack said the boat launch is still in the works. The same law enforcement that patrols the community will patrol the boat launch. Permission may be granted to the Sheriff's Dept. to launch from the boat launch; the topic will be discussed at the next Board of Directors meeting. The rules for its use will be distributed by fliers and in the Reflections.

2. The minutes from the 3/30 meeting were approved unanimously. Committee members agreed to allow the minutes to be published without the prior approval/consent of the members.

3. Stan said he was unable to meet with Ned Goetzke regarding a Long Range Planning Committee article. He will try again.

4. Stan prepared an outline of what topics to cover when interviewing a local business owner for a "Baldwinsville Business of the Month" column. He stressed the need to talk about the business's prices, why Radisson residents should shop there, and what makes them competitive with the "big box" retailers.

5. Gina offered to contact the Baldwinsville Chamber of Commerce regarding the articles they publish in local newspapers on local businesses and to see whether RCA could be added to their "press release" list for these types of articles.

6. Jack described a proposed scavenger hunt to observe Radisson's 30th anniversary involving a hidden medallion of some sort with clues published in the Reflections and on the RCA website. No details were available.

7. There was a discussion on the delivery of Reflections. Gina described the results of her conversations with several of the apartment building owners on how delivery was accomplished in the past and how we could better deliver the Reflections, and noted that there were still several more to contact. Some of the people contacted suggested not delivering them at all. Others suggested newspaper stands/racks. Some really had no idea. We will continue to work on how to improve delivery.

8. Jack said that links to our elected government officials would be added to the RCA website for residents to use. He emphasized that he will remain the contact person for residents with questions or concerns regarding the Drakes Landing issue. As events progress, such as the various pertinent Town of Lysander meetings, he will submit articles to the Reflections on the topic.

9. Gina said she will put a small article in the Reflections asking residents to submit birth/wedding/engagement announcements.

10. Gina confirmed that the Reflections policy will be in the Board of Directors agenda. The Board will be reviewing the classified ad policy, including ages of classified advertisers, etc.

11. The committee reviewed newsletters from various other planned communities for ideas on things that could be done in the Reflections.

12. Rosemary asked why the pictures were coming out so dark in the Reflections again. Jack and Gina explained that due to technical difficulties with a recent issue, Oswego County Weeklies had to shoot directly from laser papercopy, which always results in some degradation of print quality. The print quality of future issues should improve upon resolution of the computer software problem involved.

13. Jack gave an update on the status of the trees and shrubs that are sold as part of the annual Radisson tree/shrub sale. He noted that St. Elizabeth Ann Seton Catholic Church (Moyers Corners/Kimbrook area) donated a number of trees to RCA. Those trees have been planted along RCA roadways and pathways.

Next meeting: Tuesday, April 27 at 10 a.m. in the RCA Office.

Respectfully submitted,
Gina Mushynsky