

## Communications Committee Minutes 6/8/04

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

1. There was a discussion on how to market Radisson's amenities and explain how the assessments are being used. Ideas such as having Maintenance trucks, etc. at Founder's Day and at annual community Memorial/Labor Day gatherings, etc. were named as ways to help residents see the equipment used by Maintenance. The trucks etc. are paid for by the assessments.
2. Gina said she was able to contact an employee at the Taft Road Post Office who handled bulk mailings and could help the RCA arrange for a postal permit and facilitate mailing the *Reflections* to the apartments and condos. Further information and a permit application were being mailed to her.
3. The committee agreed that the "good news" solicitation in the *Reflections* could be removed and kept handy in case filler is needed.
4. The committee suggested that an article run in *Reflections* on the general theme of "we want to hear from you!" with some topics listed, for example: *Reflections*, website, Maintenance, etc. etc. The point would be to get residents' feedback.
5. Gina passed around copies of the most current *Reflections* written policy for committee members to review and make suggested changes. Included for comparison were the policies of several other community associations around the country. The suggested revisions will be looked at in the next meeting.
6. Gina said she would meet with Jack about the scavenger hunt.
7. Stan said he would meet with Julie about putting a search engine on the RCA website.
8. Many residents entered their e-mail addresses onto their quarterly billing statements, which have been trickling into the office since June 1 (billing date). Gina will enter the addresses into the Yahoo newsgroup as they are given to her.
9. The committee reviewed and revised the committee's charter and action plan with Stan. He will present the charter/action plan at the Board of Directors' June 9 annual meeting.
10. Stan said the next business profile will be the B'ville Farmers' Co-Op (formerly Agway).
11. A sign-up form for residents to volunteer their time with the various committees was reviewed. It is given to new residents at the Newcomer's Wine and Cheese parties. The committee suggested the form also be run in the *Reflections* once a month. Some updating needs to be done on the form first.

12. Gina found a certificate of appreciation for the community's volunteers in her files. It was suggested that such certificates be given out to volunteers during the annual Christmas party. The certificate should be updated and redesigned.

13. More articles are needed. Jack named some local officials (assembly members, town supervisor, etc.) who were open to writing articles for *Reflections*.

14. As the committee's meetings are consistently lengthy, members agreed to arrange for a light lunch to be available during the meeting.

Next meeting: Tuesday, June 22 at 10 a.m. in the RCA Office.

Respectfully submitted,  
Gina Mushynsky