

Communications Committee Minutes 7/20/04

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

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

1. No progress to report on the Post Office bulk mailing project. The required forms have been received and will be sent out soon.
2. The scavenger hunt is over because the medallion has been found. This will be publicized on the website and in the *Reflections*, and will be announced at the Founder's Day celebration on Sept. 11.
3. Gina will bring five copies of the *Reflections* to the Baldwinsville Public Library and 20 each to Anheuser-Busch, McLean's, and Cottage Restaurant. Jack reports that of the 20 issues dropped off at Cottage Restaurant two weeks ago, only about four remain.
4. Due to its wider circulation (see #3 above), the *Reflections* will need to have more articles of interest to non-Radisson residents. Such articles can be of landscaping/yard information, etc. Another way of addressing this need is to encourage elected officials to write regular columns for the *Reflections*. Stan has been in contact with Sen. John DeFrancisco's office regarding a column and will pursue the matter. Ideally, other officials will write columns as well; Stan will pursue this.
4. Stan will meet with Ned Goetzke about putting an article on this year's elections/proposition vote results in the *Reflections*.
5. The Communications/Governmental Liaison Committee charter was approved by Governmental Liaison subcommittee members on June 16. Stan has presented the charter to Ned for Board approval but its status is undetermined at this time. Stan will follow-up with Ned on this.
6. The *Reflections* written policy was reviewed. Mary had e-mailed her ideas for changes to Gina, who shared them with the committee. Mary's ideas were warmly welcomed; they were promptly approved by those present and will be enacted as soon as possible. One of her ideas was to include the website in the policy, which was agreed to be an excellent idea. However, a rewriting of the policy will be needed in order to do that. Therefore, those present agreed to change the name of the policy from "Radisson *Reflections* Newsletter Policy" to "Radisson Media/Communications Policy." Gina will work on a re-write of the policy to include references to the website; this should be finished and available for the next meeting.
7. The members of the Governmental Liaison subcommittee have asked Gina to compile an exhaustive reference document listing all elected/appointed personnel of local, county, state and federal legislatures, executive offices, bureaus, authorities, departments, etc.; and business associations and groups whose activities affect the Radisson community. This document will include names and addresses, descriptions of authority, office terms; and status of the principals and their staffs, and meeting schedules of the groups. This must be completed by Sept. 10, 2004. Jack has authorized Gina to proceed with this project.
8. Jack would like biographies and photos of all Board members on the website and in the *Reflections* by September.
9. Gina continues to enter e-mail addresses from the billing statements into the online newsgroup. There are now over 115 members. To help facilitate residents' membership, Gina will ask Julie to

change the “E-Mail Contact List” page on the website to something that directs people to the newsgroup.

10. Gina is in contact with a Radisson resident who volunteers with PAC-B to make arrangements for event coverage. She will coordinate the filming of future events. Jack will ensure that there is adequate staff available to assist the resident during filming.

11. An article and pictures of the newly renovated Radburn tot-lot will be in the Aug. 4 *Reflections*.

12. Julie has added a Google-powered search function to the website. It allows visitors to search the Internet or just the contents of the website. The search function will be adequate for use until Julie is finished creating the new website. (*Note: Julie, Jack, Lynn and Gina met independently on July 9 to discuss plans for the website. Jack asked Julie to redesign the website to have a new look and include more features. Julie estimated that this project would take three-six months to complete.*)

13. Stan reported that the Governmental Liaison subcommittee has two new members, one of which has already been approved by the Board. The subcommittee will next meet in September.

14. Gina has put together “cheat-sheets” of basic Reflections information, including the publisher’s name, address and phone number, and ad sizes/prices. This information will be distributed to all the office staff to facilitate greater customer service.

Next meeting: Tuesday, Aug. 3 at 10 a.m. in the RCA Office.

Respectfully submitted,
Gina Mushynsky