



Richfield Joint Recreation District
Special Meeting
Communications Committee Meeting Minutes
Thursday, September 18, 2014
6:30 P.M. (Volunteer Committee to Follow)
(Meeting Held at Richfield Village Town Hall, Caucus Room)



Call to Order

Roll Call

Present:

Committee Board Members:

Ms. Kelly Clark, Ms. Donna Skoda, Ms. Bill Taylor

Committee Members:

Mrs. Bobbie Beshera, Mrs. Abby Gretter, Mrs. Lucy Hanigosky, Mrs. Lynn Richardson, Mrs. Corey Ringle

Guests

Mr. Pat Norris

Mrs. Sandy Apidone

Business

1. Subdivision Reports

a. Marketing/Public Relations

2. Media Relations – articles, WSL Richfield Times, ABJ

- Retraction of Richfield Times article of WRLC and RJRD Co-Hosting – Coalition hosting
- ABJ: Bobbie and Sandy meeting on property for article next Friday, September 26th
- Pat asked to bring an elderly couple interested in viewing the property that day
- Sandy submitted a letter to Richfield Times. Full size add next to Open House Ad.
- Nancy Hudak had some questions about the open house.

3. Calendar – 10/5, 10/18 and 10/26 as open house dates.

- Board Meeting on Monday, September 22nd – approving meeting minutes
- Open House / Fundraiser on Sunday, October 5th
- Open House on Saturday, October 18th and Sunday, October 26th
- RJRD is back to meeting EVERY Monday

4. Banner –

- Banner printed and exists, but not allowed to be posted due to RJRD no longer being involved
- RJRD did NOT pay for the sign (paid for by WRLC)
- Will ask Bill Hannah if it can be posted if logos removed
- Investigate if any further action is needed (disclaimers)

d. Website

rjrd.org

- It's up and running!
- September 14th the website visitor count spiked.
- Comments:

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- Try to avoid repetitive information
- Subcommittee Meeting Agendas and Minutes
- Add Friends of Crowell Hilaka website link
- Corrected RJRD Meeting Minutes

e. Social Media

Facebook - Update (Approx. 100 followers / likes) Information being shared

Website - Update (Discussed above)

Twitter - Update (Having password difficulty, but have information to post)

e. Development

1. Budget Report

Donation from FoCH was not presented to the board due to the restrictions on the money. It was going to be donated for the purposed of the open houses. RJRD is not paying for open houses as they are campaign functions.

No public funds will be spent on the open houses.

- The \$4,000 previously allocated for the open house is not encumbered.

2. Report on Open House Events and Themes

Mrs. Lucy Hanigosky - Congrats! Very Successful and Organized open house!!

- Twenty four (24) volunteers total
- Donna Skoda brought in Local Radio Handler Club for safety
- Improvements: Improve the roads! Or more golf carts / gators
- Gather a volunteer cell phone list for all on the tour
- Double side the site signs (and add Spif's Garden)
- Abby has bullhorn and clicker for future open houses
- Bill Taylor asked Mr. Johnson and Ms. Richardson to take note of how they heard about the open house and count of those visiting.
- Road Repair: Approach WRLC about asking to repair Garfield Hill Road
- Opening Houses and Storybook Trail though Pine Forest
- European Bees: Approach GSNEO about spraying at night
- Honey bees at Amity: Approach GSNEO/WRLC about removal
- If limited in docents, prioritize sites to show
- Prepare the volunteers in advance

Mrs. Corey Ringle

- Volunteers at station to talk to visitor and take pictures
- Richfield Together has 51 likes, possible encourage visitors to post to multiple facebook pages
- Please tag yourself and @RichfieldTogether @RichfieldJRD
- A band has offered to play at open house

Mrs. Lynn Richardson

- Game / Treasure Hunt following the format of the first open
- Wish Fish at each side of property where visitors may write what they are excited to do at Crowell Hilaka
- Game card with map

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Mrs. Abby Gretter

- Needs for the Open House fundraiser:
- RJRD Tour Guides
- Campaign Table Staffing
- Order 20-30 Shirts
- Trail Improvements
- Open South Entrance
- Musicians/Performers
- Baklava donated/Tavern Desserts/Floyd Honey Sticks
- Volunteers to wear khaki or black pants and white shirts
- November 4th Volunteers Needed

3. New Business

1. RJRD Mailer - Abby

- Kiwanis would like a presenter to speak to their organization (RJRD or CGR)
- RJRD: Who are they? What is their goal? Introductory postcard
- Will residents get priority over non-residents?
- Residents want direct answer on final usage. Something should be prepared
- Mailer developed. Discuss streamlining / using less words

4. Action Items & Agenda Items for Next Meeting

5. Public Comments

None

Adjournment

**Next Committee Meeting September 25, 2014 6:30 pm (Volunteer Committee Following)
Caucus Room, Village of Richfield Town Hall.**

*****Action Points:**

- Corey Ringle: Reply to Nancy Hudak and cc Kelly Clark in case she would like to add a comment.
- Lynn Richardson: Ten bullet points about the history.
- Will ask Bill Hannah if it can be posted if logos removed
- Investigate if any further action is needed (disclaimers) and can it be posted on public property
- Road Repair: Approach WRLC about asking to repair Garfield Hill Road
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Respectfully Submitted,

Kelly E Clark, Communications Chair

RJRD Board Approved 11/17/14