ROTONDA WEST ASSOCIATION, INC
646 Rotonda Circle, Rotonda West, FL 33947

COMMUNITY OUTREACH COMMITTEE MEETING MINUTES
May 4, 2022

1. **CALL TO ORDER**: The meeting was called to order at 10:01 am.

2. **ROLL CALL**

Present:

Co-Chair, Karen Harvey
Co-Chair, Deb Orchard
Vice-Chair, Gwen Grace
Secretary, Grace Chetcuti
West Ways Editor, Nadine Clough
Nick Gizzi
Barry Kean
Denise Slovinski
Lynn Smith

Absent:

Patti Cowin, RWA Board Liaison, - Excused
Thom Lisk

Guests in Attendance:

RWA Manager Derrick Hedges
RWA Staff Liaison, Joe Harris

3. **APPROVAL OF MINUTES**

April 6, 2022, meeting minutes were approved as written and to be filed with the office.

4. **VISITOR INPUT**

a. **Event - "Walk to End Alzheimer's Fundraiser"**

GFWC, Rotonda West Woman's Club, requested approval to use Broadmoor Park's walk paths to support the Alzheimer's Association and advertised on Constant Contact. Additionally, it was mentioned that each section of the Rotonda West community has a team captain. Event date and time: October 29, 2022, 8:30 am to 12:00 noon.

b. **Lecture - "Symmetry in Nature, Art and the Laws of Nature"**

Frank Levin requested approval to present a one-time 90-minute lecture at the Community Center and advertise on Constant Contact. Lecture date, May 25, 2022, from 1:00 am to 2:30 pm.

5. **COMMITTEE REPORTS**

a. **West Ways Newsletter**

- Article Assignments for June 2022, Volume 26, Issue 6, will be due by Wednesday, May 25th, and will be published on June 1st.
  - President's Message — Patricia Aho
  - Board of Directors News — Barry Kean
  - "Celebrate the Circle" Pictures — Dave Pulaski
  - Hurricane Preparedness — Sam Besase, Patti Cowin, Patrick Fuller, Dave Pulaski (pictures)
  - Recycling in Rotonda — Wayne Mengel
  - Election Updates — Rose Woodcliff
  - Preview Christmas Parade — Gwen Grace
  - MSBU Meeting — Anne Hunter
  - Woman's Club News — Donna Krabbe
- Committee members are encouraged to submit article ideas—the point of contact is Nadine Clough.

b. **Constant Contact**

- The enrolled total is 1,741, including 155 May enrollees. The increase is attributed to the sign-ups from "Celebrate the Circle Day" and a registration pop-up on the RWA homepage.
- Follow-up discussion at next meeting.

c. **"50 Years of Christmas" Parade, December 3rd**

- The rain date is to be determined.
- Save-the-date notices will go out through Constant Contact and West Ways to announce the parade, and to seek sponsors and participants.
- Advertising. Constant Contact and West Ways are the most efficient in advertising and cost savings.
- Follow-up discussion at the next meeting.

d. **Bingo**

- May 15th. Player instruction sheets have been updated; there will be raffle giveaway gifts.
- Rotonda items. A request to the BoD for approval to set up a table with Rotonda items to be made available for a donation during the break. Items include umbrellas, 50th Anniversary shirts, window clings, and books.
- Bingo season ends. May is the last Bingo, and will return in September. A request for approval will be submitted to the BoD for the 2022-2023 season.

- Standard Operating Procedures Manual. A Bingo procedural binder, well-written and detailed with step-by-step instructions and the printed software manual to achieve efficiency, quality output, and uniformity of tasks. This manual will be maintained as the "go-to" for current and future Bingo events.

6. **OLD BUSINESS**

a. **Open House, and the Frank Levin Lecture**

Patti Cowin is absent and will report at the June meeting.

b. **Music in the Park**

- April 28, 6:30 - 8:00 pm: Encore performed by Johnny Puma. The attendance has proven, once again, that this event is popular and successful. The RW community residence is beyond prime snowbird season, yet this event captured 200 people in attendance.
- Future Performers. For the next season, music performers are now being sought out. Committee members are collecting business cards from local performers seen in local establishments and reaching out to RWA members searching for performers for next season.
- Follow-up. Further discussion to begin next season's event planning.

c. **"The Giving Tree" Memorial Dedication on Arbor Day**

- Two live oak trees were planted on Arbor Day in Broadmoor Park in honor of long-time serving volunteers in the RWA community.
- Speakers highlighted the importance of volunteering and thanked the many long-time volunteers, a reception followed.
- Follow-up. Further discussion for consideration as an annual event.

d. **50th Anniversary Shirt Orders**

- Order status. Shirts are to be shipped on the 4th and the 11th.
- A request to the BoD for approval to set up a table with Rotonda items, including shirts, to be made available for a donation during the break at the May 15th Bingo.

e. **Window Cling Decals**

The decals are popular. There is a high inventory. Another design has been submitted to the BoD for approval and will be available for a donation at the Fall 2022 "Celebrate the Circle" event.

f. **Celebrate the Circle 50th Anniversary Celebration, Community Center and Broadmoor Park**

- The anniversary celebration on April 30th was a success. Many families shared that if they had known of all the activities for children, they would have arrived earlier.
- Among the success were a few lessons learned that the Committee will heed for the Fall celebration and takeaways for future events.
- Expenses were within budget.
- Fall Celebration. There will be a second celebration in the Fall that differs from the Spring event. A request for approval to include Rotonda items to be offered at a donation will be submitted to the BoD. The event date is October 22, 2022, from 10:00 am – 2:00 pm. Once approved, plans will ensue, followed by additional approval from the BoD for the budget and specific requests.
- Follow-up discussion at next meeting for new ideas and means of advertisement, planning, and consideration to be an annual event.

g. **Rotonda West Items are Available for Donations**

Rotonda West items are announced for availability at activities and events on Constant Contact and West Ways.

Motion by Deb Orchard. Request to the BoD to announce through Constant Contact and West Ways that Rotonda West items are available for donations at future activities.

Seconded.

Amended Motion by Deb Orchard. Submit to the BoD that Rotonda West items are available and that they be made available for donations at the Fall 50th Celebration and Bingo.

Seconded.

Motion in favor.

8. **NEW BUSINESS**

a. **Event - "Walk to End Alzheimer's Fundraiser"**

GFWC Rotonda West Woman's Club requests to use Broadmoor Park's walk paths in the endeavor to sponsor the Alzheimer's Association and announcement on Constant Contact. Date and time: October 29, 2022, from 8:30 am to 12:00 noon.

Motion by Deb Orchard. Deb Orchard will submit a request for approval to the BoD.

Seconded.

Motion in favor.

b. **Lecture - "Symmetry in Nature, Art and the Laws of Nature"**

Frank Levin, lecturer. Mr. Levin presents a one-time 90-minute lecture at the Community Center and is announced on Constant Contact. Date and time: May 25, 2022, from 1:00 am to 2:30 pm. Deb Orchard will submit a request for approval to the BoD.

c. **Karaoke Bingo**

- A Summer indoor event at the Community Center to include all age groups since this is not a cash-purchase/winning event. The outcome of the discussion at the next meeting will determine a request submitted to the BoD.
- Follow-up discussion at next meeting.

d. **Holiday Lights in Rotonda**

- Past Holiday Lights contests are a non-RWA event organized by an RWA resident. The Committee was requested by the organizer that the Community Outreach Committee adopt and manage the contest. Deb Orchard and Karen Harvey will contact the Facebook administrators for more information before approaching the BoD.
- Follow-up discussion at next meeting.

e. **Calendar for 2022**

- The calendar is scheduled with Spring and Summer activities with some Fall and Winter.
- Open House. The Fall event date and time is November 3rd from 6:00 pm to 8:00 pm.
- The goal is to submit applications to the BoD for the remainder of the 2022 calendar and budget.
- Follow-up discussion at the next meeting for the 2023 calendar and budget.

f. **Charter Update**

- A first draft of the Charter will be sent to Committee members for review and input.
- Follow-up discussion at next meeting.

9. **TEAM INPUT**

Communication

- There is a communication breakdown whereby specific RWA residential areas are not receiving RWA activities information. Furthermore, with the rapid increase of residents moving in (representing a demographic of young families), the Committee must incorporate new and innovative forms of communication to promote a positive and inclusive community. The RWA website is an excellent resource, and Constant Contact enrollment is rising. There are additional communication options to consider, and implement through BoD approval.
- Ideas are, but not limited to:
  - Electronic Billboards
  - Create official RWA social media sites – information only.
  - Partner with other non-official RWA residents-only social media sites.
  - A link on the RWA official website is available for announcements only, Constant Contact enrollment is not required.
- Follow-up discussion at next meeting as New Business.

10. **NEXT MEETING DATE AND TIME**

June 1st at 10:00 am at the Community Center.

11. **ADJOURNMENT** was at 11:39 am.