

New Frontiers Communication Committee Minutes

Monday, November 28, 2016
Mesa Public Library

Present: Barbara Thelander, Peggy Randolph, Gary Kleemann , Shirley Epp , Carol Cline, Mary Kay Owen, Allan Zisner, and Pat De Blake

Absent: Marlin Fried, Marie-France Ganansia , and Gary Epp

Guests: Dan Scarpone, Jane Osborn, Karen Yandell, Gregory Master, Isabelle Maine, Ann Bloxam, and Mary Boehlen

Approval of Minutes: September 16, 2016 approved by Barbara Thelander

Council Report – Barbara in Marlin’s absence

Review of the information emailed by Marlin:

- Committees have not been able to fill any of the seven Chair and Co-Chair vacancies or upcoming vacancies.
- There is renewed interest in an operation manual, but no immediate solutions. Steve Johnson is reviewing past documents to recommend a path forward.
- Jared Langkild was pleased with the response to the MCC scholarship solicitation but has not provided any statistics.
- Holiday Party is Thursday December 8th. Deadline for reservations is December 1st.
- Eighty classes to be offered this spring (Some are repeats.).
- Allan Zisner’s wife will be maintaining the website while he is hiking.

Publicity and Outreach: Caroline

- Reported presentations at the following locations: East Valley Friends and Neighbors and Leisure World
- Presentation will be made December 21st at Sunrise Rotary club
- Table at Activity Fair, Loving Life After 50 Expo
- Price reduced to \$50.00 due to our affiliation with Mesa Adult Center. Interest was positive
- Sixteen newspapers will be contacted regarding January Open House and delivery of flyers at various locations
- **Action:** Caroline requested assistance and/or replacement

Newsletter: Barbara

- Eight-nine newsletters were printed/mailed at cost of \$.94 each, postage and one hundred printed \$83.00
- Peggy explained the present policy for the mailings. Consideration was given to changing the policy to send copies only to people without computers.
- People who are at events and/or classes who have a camera take pictures and forward them to Barbara for the newsletter and/or the website. Action pictures preferred.
- **Action:** Request the Council to review the policy of mailing newsletters. Submittal of action pictures of classes and events.

Website: Allen

- Willing to post information sent for the website and process is moving along well, but requested that if members observe errors to please let him know so changes can be made.

- His wife is prepared to substitute during his hiking trip.
- **Action:** Alert Allen of changes required and submit information to be posted to him.

New Frontiers Branding and Graphic Design Guidelines: Gary

- Expressed appreciation for Mary Boehlen's assistance with the news blasts to members. Information to be distributed is welcomed.
- Discussion was held regarding the importance of logo and clear identification of our organization in design and terminology to the public.
- Coordination of receiving the assistants of graphic design assistance from ASU and MCC students in process.
- Discussion included potential changes, expense, and the importance of feedback in the process.
- When committee is formed and changes determined it will be presented to the Council.
- **Action:** Progress presented to the committee for review. Interested assistance in the process volunteer to Gary.

Communication Committee Replacements: Barbara

- Barbara thanked the guests for interest in the committee.
- Assistance given to a volunteer before they replace someone. Suggest they work with that person for a period of time.
- Contact Barbara and express your interest and how you can begin to help.

Minutes submitted: Pat De Blake