

RCCA Board Meeting Minutes

Thursday, 9 January 2025, 7:00 pm

University United Methodist Church, 1120 South Harrison Road

Board Members Present: Andrew Bassila, Sabrina Curley, Jeffrey Friedle, Austin Kaufmann, Liz Schweitzer, Marcia Van Ness,

Board Members Absent: Brendan Boyle, Judy Suess, Jeff Wray

Guests: Officer Adrian Ojerio (ELPD)

1. Welcome/Introductions

- a. Approval of Agenda
 - i. Motion to approve by Liz, 2nd by Sabrina
 - ii. Unanimously approved
- b. Approve November Minutes
 - i. Motion to approve by Liz, 2nd by Sabrina
 - ii. Unanimously approved

2. Comments from Guests

- a. No guests in attendance.

3. Reports:

- a. Police (Jeff Horn, Adrian Ojerio)
 - i. 46 Officers incl. 3 recent graduated, who will be on their own in about 6 months
 - ii. A few retirements are coming up as well, including the police chief
 - iii. 1 new recruit in current police academy
 - iv. Recent police reports:
 1. Robbery at storage shed
 2. Domestic assault at Taco Bell
 3. Two stolen packages at the apartment complex
 - v. Q: Does MSU reimburse ELPD on game days?
A: Yes, it financially benefits the PD, but creates a strain on staffing. Mostly for football games, not basketball.
- b. Treasurer's Report (Brendan Boyle)
 - i. Sent via email: As of 01/07/25 - balance of \$1,526.48
 - ii. Last three expenditures:
 1. \$98.05 to Judi Suess for bedding purchases at Target
 2. \$100 to Liz Schweitzer for hygiene products to donate
 3. \$100 to Brendan Boyle for clothing purchase to donate
- c. School Board Update (Austin Kaufmann)
 - i. Latest Superintendent Report: <https://elps.us/pub/news/posts/21559>
 - ii. Next Meeting 01/13/25
- d. Trowbridge Business Association
 - i. Meets 2nd Thursday of each month
 - ii. Blue Owl Centric events
 - iii. Ukulele Festival of about 100 coming up in May
 - iv. Trying to do one each month, more in the warmer months

- v. They would like involvement from RCCA, at least in promotion through our emailing lists, possibly donations/honorariums to pay for performers, having a presence/table at their events, connections through social media, etc.
- vi. Curry House is opening soon and they suggested a community night to help welcome them to the neighborhood
- vii. Motion to providing \$50 to Ukulele Performer
- viii. No second, but it was suggested to table discussion for future meeting. Will add to February agenda
- ix. Old Wendy's/Papa Roti building bought by Halo Burger
- x. Reopening Celebration for Fall 2026 when construction is finally complete
- e. US 127 & Trowbridge Rd. (Jeff Friedle)
 - i. Place Making Wall: Staff has had some preliminary discussions with residents immediately adjacent to Trowbridge and US-127. Further discussions are being planned with residents now that the holidays are behind us.
 - ii. Intersection & Signal @ Taco Bell/Woody's: The design is complete. The city is working on getting the project ready to bid.
 - iii. Emergency Egress Path: We held a discussion with East Lansing Public Schools and they are in agreement with the route running through school property. The city is working with the City Attorney to draft an agreement for formal approval by the East Lansing School Board.
- f. Holiday Clothing Drive w/ UUMC
 - i. See Treasurer's Report.
 - ii. We participated in this drive as a thank you to UUMC for offering their space for free

4. Old Business

- a. Officer Elections
 - i. Brendan willing continue as Treasurer
 - ii. Andrew will continue as Secretary
 - iii. Jeff will continue as President
 - iv. Discussion about Vice President, still open
 - v. Motion to vote in slate of officers as listed above by Austin, 2nd by Sabrina/Liz
 - 1. Yeas: Austin, Andrew, Sabrina, Marcia, Liz
 - 2. Nays: Jeff
- b. Communications (continuation of 18 Dec 2024 discussion)
 - i. See addendum.
 - ii. Look over and discuss at the next meeting as not everyone had a chance to review due to the Mac-Pages format.

5. New Business

- a. RCCA Meeting Dates
 - i. Keeping the current schedule of the third Thursday of each month
 - ii. Next Meeting 02/20/25

6. Board Member Comments and/or concerns

- a. Meeting summary to be provided by Andrew for distribution
- b. Next Newsletter have a business focus for Trowbridge Plaza

7. Motion to adjourn by Liz, 2nd by Austin

a. Unanimously approved

RCCA Communications Guidelines

Drafted by the RCCA Communication Guidelines Subcommittee (Ruth Stump, Liz Schweitzer, and Austin Kaufmann) on Monday, Nov. 7, 2022; Discussed and revised at the RCCA Board Meeting Thursday, Nov. 10, 2022; Updated in September, 2023

Andrew added comments in this highlight.

General Principles

1. **Respect and Inclusivity:** Ensure all communications are respectful, inclusive, and considerate of all community members.
2. **Transparency:** Maintain transparency in all communications to build trust and keep residents informed.
3. **Consistency:** Use a consistent tone and style across all communication channels.
4. **Privacy:** Protect the privacy of residents by not sharing personal information without consent.

Newsletters:

GUIDELINES:

1. Newsletters will be sent out as often as deemed necessary by the board (and as the newsletter editor has time for), as determined at RCCA Board Meetings and/or by email.
 - a. **Andrew says:** A monthly newsletter should be our cadence with special editions as needed. The Secretary should be able to compile and send the newsletter as it is their duty in the current bylaws. If we create a Communications Officer in the bylaws, the Secretary and Comms Officer should be each others backups.
2. Newsletter content is determined by the RCCA Board at meetings and/or by email, with Board Members or assigned neighbors contributing copy.
 - a. **Welcome Message:** A friendly note from the association president or board members (rotate message writer).
 - b. **Upcoming Events:** Information about community events, meetings, and activities.
 - c. **Important Announcements:** Updates on community projects, maintenance schedules, or policy changes.
 - d. **Resident Spotlights:** Features on residents, such as new members, achievements, or interesting stories.
 - e. **Local News:** Relevant news affecting the community, such as local government updates or nearby developments.
 - f. **Safety Tips:** Advice on staying safe within the community, including emergency contact information.
 - g. **Photos:** Pictures from recent events or around the community to add a personal touch.
 - h. **Contact Information:** Details on how to reach the association board or management.
3. The newsletter editor (Austin Kaufmann, currently) will compile and edit copy, and distribute the newsletter.
 - a. **Andrew says:** see above 1a.
4. Newsletters are distributed via the RCCA Email List (currently under reconstruction by Liz and Ruth) from the official RCCA email account, and via Nextdoor. (If the newsletter serves as an important announcement, for example for the Annual Meeting, it may also be distributed door-to-door.)
 - a. Distributing via East Lansing Neighborhoods mailing. Text messages are available to distribute news of note with a link.
5. If the board is approached and asked to advertise events by third party groups within the neighborhood, inclusion of that content in the newsletter will be decided by the board.

Email List

1. **Purpose:** Use email lists to share timely updates, event reminders, and important announcements.

2. **Subscription: Allow residents to easily subscribe or unsubscribe from email lists.**
3. **Content: Keep emails concise and relevant, with clear subject lines and a call to action when necessary.**
4. **Frequency: Avoid overloading residents with too many emails; aim for a balance between keeping them informed and respecting their inbox.**
5. **Privacy: Use blind carbon copy (BCC) to protect residents' email addresses and ensure compliance with privacy regulations.**

GUIDELINES:

1. The list is comprised of:
 - a. Neighborhood residents, business owners, places of worship, etc.
 - b. A few long-time *past* residents who want to stay connected
 - c. Individuals who liaison with the board (Officer Ojerio, City reps, MSU Ambassadors, etc.)
2. Content sent out from the Email List falls under several categories:
 - a. RCCA board announcements, newsletters, and emergency information
 - b. Relevant city or MSU press releases and information (relevance determined by Ruth and/or the Communications Guidelines Subcommittee)
3. Content that the board will **NOT** send out:
 - a. Advertisements or events from third parties (unless they are deemed immediately relevant to the neighborhood). Third parties will be encouraged to post such information on Nextdoor.

Google and Gmail Account (redcedarca@gmail.com)

GUIDELINES:

1. The following roles/people will receive access to the official RCCA Google account/password:
 - a. Board President (current, Jeff Friedle)
 - b. Board Vice President (current, Ruth Stump)
 - c. Newsletter Editor (current, Austin Kaufmann) – should call Communications Officer
 - d. Secretary
2. All active board members will receive “Editor” access to the Shared RCCA Google Drive

Nextdoor

GUIDELINES:

1. Board members will clearly identify on Nextdoor when they are posting on behalf of the board.
2. When asked to forward on advertisements or events via the Email List, RCCA Board members will encourage third parties to use Nextdoor.