

# **RCCA Board Meeting Minutes**

## **Thursday, 20 February 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, Jeff Wray

**Board Members Absent:** Brendan Boyle, Judy Sues

**Guests:** Jim Jennings

1. Welcome/Introductions
  - a. Approval of Agenda
    - i. Motion by Sabrina, 2nd by Liz with addition of Recent Assessments added to New Business
    - ii. Unanimously approved
  - b. Approval 9 Jan 2025 Minutes
    - i. Motion by Liz, 2nd by Sabrina
    - ii. Unanimously approved
2. Comments from Guests
  - a. None.
3. Reports:
  - a. Police (Jeff Horn, Adrian Ojerio)
    - i. No report
  - b. Treasurer's Report (Brendan Boyle)
    - i. No report
  - c. School Board Update (Austin Kaufmann)
    - i. No significant news
  - d. Emerson Park Report (Jim Jennings)
    - i. Phase 3 is being planned and will not take as long since it's not as extensive. They have to address how the redrawing of the flood plain map may or may not affect their plans. Work will begin after Red Cedar Elementary closes for the school year.
  - e. US 127 & Trowbridge Rd. (Jeff Friedle)
    - i. Permanent signage can't be placed due to ground temperatures
    - ii. Construction posters will be sent via Jeff (also on MDOT website)
4. Old Business
  - a. \$50 contribution for Ukulele player
    - i. In conjunction with Trowbridge Business Association (TBA)
    - ii. \$50 from TBA and \$50 from another donor for Mighty Uke Day on May 9th
    - iii. Motion to offer \$50 to TBA which will go towards musician on this day
      1. By Austin Kaufmann, 2nd by Jeff Wray
      2. Discussion about standing RCCA policy on community contributions
      3. Asked that our contribution is recognized at event
      4. Motion passed unanimously

- 5. President of TBA (Challigan) would like to come to a meeting in the future
  - b. Communications (continuation of 18 Dec 2024 discussion)
    - i. Marcia asked Fresh Thyme manager about community board on premise. Unfortunately, this is not allowed per corporate policy against solicitations of all kinds
    - ii. Tabled discussion until Judy returns
  - c. RCCA Meeting Dates
    - i. 3rd Thursday of Month
5. New Business
- a. Assessments - Assessed value is down, but taxable value is up
    - i. Assessed value is based on markets
    - ii. Taxable value is controlled by state statute - can't go up more than cost of inflation
      - 1. 3.14% was value set by State of Michigan
  - b. Chalgian-Tripp Digital Sign
    - i. Is the sign's brightness violating ordinance?
    - ii. City Response: Meets daytime brightness; still looking at nighttime brightness. Appears to be changing more frequently than the code allows (requires 8 seconds and gradual transition)
  - c. Update City Web Page
    - i. Need to remove all instances of Ruth as VP.
    - ii. Completed on homepage, but also need to update board list here:  
<https://www.eastlansingneighborhoods.com/303/Board-of-Directors>
  - d. Update Google Drive Board Information
    - i. Updates to be made here:  
<https://docs.google.com/document/d/1hSzR5EcDbpq01pX0llu0sLjGey0Do3TsEWLhPU NIqo/edit?usp=drive link>
6. Board Member Comments and/or concerns
- a. Garden Group classes through PrimeTime
    - i. Meetings usually 3rd Friday of month
    - ii. 10 am at UUMC Bethune Conference Room
  - b. Sidewalks on Narcissus Dr. not being plowed/maintained
    - i. 1 is a rental, 1 is owner owned, 1 is unknown
    - ii. Annette Irwin Director of Planning will help or forward out
  - c. Effect of Executive Orders on the City of East Lansing
    - i. What's the impact, if any?
    - ii. Not a ton of answers at the moment.
7. Next Meeting 20 March 2025
- a. Jeff is unavailable so the board needs to decide agenda and chair for that meeting
8. Motion to adjourn by Andrew, seconded by Sabrina
- 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.