

# RCCA Board Meeting Minutes

## Thursday, 19 June 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, Judi Suess, Marcia Van Ness

**Board Members Absent:** Brendan Boyle, Jeff Wray

**Guests:** Madison Pride

1. Welcome/Introductions
  - a. Approval of Agenda
    - i. Marcia motion to approve agenda, Liz seconded.
    - ii. Unanimously approved
  - b. Approve May Minutes
    - i. Liz motion to approve minutes, Sabrina seconded.
    - ii. Unanimously approved
2. Comments from Guests
  - a. Madison Pride, Neighborhood Resource Specialist with City of East Lansing Police, reported on her division taking over liaison work with neighborhoods.
3. Reports:
  - a. Police (Jeff Horn, Adrian Ojerio)
    - i. See Comments from Guests above
  - b. Treasurer's Report (Brendan Boyle)
    - i. Brendan sent via email that our current balance is \$1,626.48 with relatively little recent activity
  - c. School Board Update (Austin Kaufmann)
    - i. It's summer!
  - d. Native Plant Group
    - i. iNaturalist Group: 21 June at Emerson Park | 1-3pm
  - e. Project Updates (Jeff Friedle)
    - i. US-127
      1. No new update.
    - ii. Emerson Park
      1. Phase III is about to start now that school is out.
    - iii. Ivanhoe Emergency Access
      1. The LOA has been written and the city manager has been authorized to sign, per last city council meeting.

- iv. Trowbridge Rd.
  - 1. No new updates.
- v. Intersection Reconfiguration (Woody's)
  - 1. Being worked on. See email. Tentative September start.
- vi. Place making Project
  - 1. No new updates.

#### 4. Old Business

- a. City Web Page and Google Drive updates
  - i. Minutes and Agendas all mixed up
  - ii. Andrew is working with Carrie Sampson at the city to help reorganize the file structure as he is unable to edit the file folder structure.
- b. Communications Discussion
  - i. Talked about monthly potluck – need hosts to volunteer
  - ii. There are Communication Guidelines to review at the bottom of the three most recent minutes for us to review and discuss next time.

#### 5. New Business

- a. MSU Gateway Project
  - i. Robust discussion
    - 1. Parking a concern
    - 2. Traffic patterns and flow also a concern
  - ii. Invite City Manager and Principal Planner to next meeting
  - iii. Madison said she would bring up with PACE as her department reports to the PACE manager
    - 1. Effort to not forget about Flower Pot & Ivanhoe neighborhoods
- b. Corresponding & Recording Secretaries (Andrew Bassila)
  - i. Splitting these roles would require bylaw amendments, something that would need to be approved and ratified at the next annual meeting
  - ii. Comments on bylaws can be made via email or via comment on the PDF and sent over to Andrew
- c. Should discuss the annual meeting as it's almost July already!

#### 6. Board Member Comments and/or concerns

- a. Welcome group for new neighbors and residents?
  - i. The Native Group is interested in helping
  - ii. There are some documents on welcoming neighbors on the Google Drive
  - iii. Can we add the group as an agenda item for our next meeting to help get this off the ground?
- b. We need a new president
  - i. Concern of RCCA of withering away
  - ii. Andrew said he would volunteer for President

#### 7. Motion to adjourn by Liz, 2nd by Sabrina. 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.