

Rancho Bernardo Community Council's

Public Relations/Community Election Committee

Annual Report for 2009

Submitted by Robin Kaufman, Committee Chair

This report covers the time period of March 2008 through March 2009. The Public Relations/Community Elections Committee is responsible for developing and implementing public relations to enhance the visibility and image of the Rancho Bernardo Community Council (RBCC) throughout the community. The main objectives are:

- establish and maintain communications with the news media, the Rancho Bernardo library, the local Chamber and community centers to help promote press releases as they relate to RBCC events, guest speakers and the annual election of RBCC representatives.
- coordinate all material posted on the RBCC web site and keep the web site as up to date as possible.
- coordinate and participate in all activities relating to community events such as 'RB Alive' and 'Fourth of July'.

Brandy Luscalzo-Steman was appointed Chair of this Committee in March of 2008. After several months of being off the RBCC, Robin Kaufman was appointed to fill a vacancy on the board and was also appointed Co-Chair of the Public Relations/Election Committee. Unfortunately, Brandy stepped down from the RBCC during the summer of 2008 as she moved out of Rancho Bernardo.

During this past year, the Committee developed flyers and press releases not only for monthly guest speakers at the RBCC meetings, but also for guest speakers at the Public Safety Committee meetings as well as the Government Relations Committee meetings. The Committee is also responsible for posting agendas for the monthly meetings of the RBCC as well as the various committees not only on the web site, but also placing a hard copy on the bulletin board of the Rancho Bernardo public library.

Flyers and press releases were also developed for events the RBCC coordinated in the community this year such as the two battery recycling events and the utility box beautification project. The Committee also helped promote the Community Emergency Response Team (CERT) this year by keeping updated information on the Public Safety page of the RBCC web site, as well as obtaining funding to pay the material cost of the class for the first 20 residents who signed up for the fall academy training. The promotion of CERT in the community helped increase awareness of the program. Due to these efforts by the RBCC, Rancho Bernardo now has one of the largest volunteer CERT memberships of all the communities in the City of San Diego.

As for the Community Elections, the Committee posted a flyer on the RBCC web site as well as in community centers and the RB library to help recruit volunteers. Due to conflicting issues surrounding the community elections this year, promotion for membership was not as well received by the community as in the past. However, residents have shown an interest in the three vacancies after the elections were held in the community.

The Committee also has been focusing on the promotion of a Citizen of the Month Award with promotions beginning in March, 2009. This award is a way of recognizing the 'unsung' heroes in our community – residents who do outstanding work volunteering their time and effort to help others in our community. Recognition will be on a monthly basis. Recipients will receive a certificate, several items such as gift cards to local businesses, a gift from the RBCC, as well as a press release sent to the local papers with a photograph of the recipient. The information will also be documented in the archives of the RBCC web site.

Goals for the upcoming year are to continue to do our best to promote the important role the RBCC has in the community, upcoming meetings, events, etc.