

Friday, June 12, 2009

Vicky Fisher
 Planning Manger
 Growth Management Department
 Development Service Center
 300 6th Street
 Rapid City, SD 57701-5035

Dear Ms. Fisher,

First off I want to thank you for all of your assistance in completing the 11-6-19 SDCL Review Form. Your help made what could have been a daunting procedure easy and pleasant.

The Board of Directors at the Minneluzahan Senior Citizens Center (MSCC) has been debating the question of Center awareness for several months now. It became apparent, during discussions with members at quarterly membership meetings, that there were two main areas of concern. First is the lack of awareness of people in Rapid City as to where the Center is located. The second is the lack of knowledge that the Center has a thrift shop and sponsors, evening suppers, dances, and special events. Despite putting notices in the Rapid City Journal, and local community calendars the lack of awareness factor continues. The Board discussed a number of possibilities and will be implementing them over the coming months. One of their conclusions was that we cannot advertise and communicate to the public the number of events happening at the Center with our present signage, and that it blends into the background and goes unnoticed.

At present (see attached photo #1), our marquee only allows the Center to place four lines of text (20 characters per line) on it at a time. Using all four lines at once makes the sign extremely hard to read. In order for the sign to be changed, our part-time custodian must climb a ladder and place the letters individually on the sign. In March of 2008 he fell off the ladder. Since that incident, two of these lines have been dedicated to Wednesday Bingo and Thursday Dance. The labor intensive nature of the present configuration and the limited space has greatly restricted our ability to publicize events and promote MSCC.

For these reasons the board of Directors has approved a campaign to raise funds for the adaptation of the existing sign to include our new logo and a Daktronics two-line two-sided LED sign (see attached photo #2). This new electronic sign will increase MSCC's ability to promote activities, such as computer classes for seniors, thrift shop sales, rummage sales, pancake breakfasts, Wii tournaments, and monthly evening suppers, which the Board strongly believes will increase visibility, participation, and revenue

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JUN 18 2009

Rapid City Growth
 Management Department

605-394-1887 (o)
 605-394-6816 (f)

msscdirector@qwestoffice.net

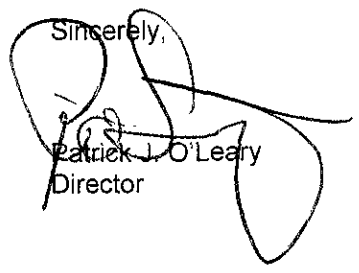
Minneluzahan Senior Citizens Center
 315 N 4th Street
 Rapid City, SD 57701


- 08-09**
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- Teri Wickstrom
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- Staff**
- Patrick O'Leary
Director
- Kate Ackerson
Administrative Assistant
- Marilyn Kielman
Custodian

Please find attached to this letter the following items.

- Photo of existing sign
- Rendering of proposed sign
- 11-6-19 SDCL Review form,
- 4 large copies of updated site plan
- One 8.5x11 copy of updated site plan
- Materials list for project
- Dimensions of sign

If you need any additional information, or have any questions, please don't hesitate to contact me at your convenience.

Sincerely,

 Patrick J. O'Leary
 Director


 Betty Sutton
 Board President

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