1. **Call to Order/Pledge of Allegiance**

2. **Roll Call/Notice of Quorum**

3. **Chair’s Announcements**
   - a. Introduction of Guests and Staff
   - b. Rules of Order
   - c. Chair’s Report

4. **Approval of Minutes**
   - a. Minutes of February 8, 2017 (Pgs. 1-8)

5. **Shareholder/Member Comments – Agenda Items Only**
   - (3 Minutes only)

6. **Correspondence**

7. **Old Business**
   - a. Homepage and Landing Pages (New Photos)
   - b. Digital Ad Demo
   - c. Survey Results

8. **New Business**
   - a. Review of Potential Member’s Column Content
     - i. R. James Williams, 02/22/2017 (Pgs. 9-10)
     - ii. R. James Williams, 03/01/2017 (Pg. 11)
   - b. Minibus Cover Design
9. Policies *(Informational Purposes, Only)*
   
a. Policy 5050-34, Digital Billboards (Pg. 12)
b. Policy 5050.01-34, Request for Display Form (Pg. 13)
c. Policy 5051-34, Website Management (Pgs. 14-16)

10. Staff Reports
    
a. Publications Manager
    
   i. Variance Report (Separate Cover)
   
b. Executive Director

11. President’s Comments

12. Shareholder Member Comments
    
    *(Limited to 3 minutes per person)*

13. Committee Member Comments

14. Next Meeting
    
    Wednesday, April 12, 2017 – 10:00 a.m.
    Conference Room B, Building 5

15. Adjournment
PUBLICATIONS COMMITTEE MINUTES  
February 8, 2017

The meeting of the Publications Committee was called to order at 10:00 a.m. by Chair Greer on Wednesday, February 8, 2017, in Conference Room B, Building 5, followed by the Pledge of Allegiance.

ROLL CALL

Present:  Mrs. M. Greer, Chair  
Mr. P. Pratt, Vice Chair  
Mrs. M. Dodero (10:08 a.m.)  
Ms. S. Fekjar  
Ms. K. Roberts, Publications Manager  
Mrs. L. Whitlock, Administrative Secretary  
Ms. L. Stone, GRF Representative, Mutual Three  
Mr. B. Lukoff, GRF Representative, Mutual Fourteen  
Mrs. H. Tran, GRF Representative, Mutual Fifteen  
Three Shareholder/Member  

Absent:  Mr. B. Scheuermann  

Also  Mr. R. Ankeny, Executive Director

By unanimous consent, Chair Greer declared the reading of the quorum notification be dispensed with.

In accordance with California Civil Code Section 4090, please be advised that a quorum of the GRF Board of Directors is present at today’s posted meeting. The business of the Publications Committee will be conducted in accordance with the agenda. As a quorum of the Board is present, this meeting will be conducted as a committee meeting and a Board meeting. The agenda actions of the committee will be limited only to the members of the committee and will only constitute such actions in accordance with stated committee policy and/or provide recommendations to the GRF Board of Directors at its regular Board meeting on the 4th Tuesday of the month. GRF Board members who are
not committee members will be allowed to comment when recognized by the Chair and only during the proscribed Foundation member comment period, not to exceed four minutes, as set forth in Policy 5610, Participation by Foundation Members. The minutes of today’s Committee meeting will be presented to the Board for approval following the approval of the committee meeting minutes in March, 2017.

CHAIR’S ANNOUNCEMENTS

Chair Greer welcomed the Publications Committee Members, guests and staff, including GRF President, Carole Damoci; Executive Director, Randy Ankeny; Publications Manager, Kelly Roberts and Administrative Secretary, Laura Whitlock. She also requested that members exhibit an appropriate amount of decorum and to please turn off or silence their cell phone.

APPROVAL OF MINUTES

Chair Greer declared the minutes of the regular meeting of January 11, 2017, approved as presented.

CORRESPONDENCE

Chair Greer read correspondence from Mr. Smith and asked staff to send letter of acknowledgement of his correspondence.

OLD BUSINESS

Constant Contact, Update

The Publications Manager reported that 2,000 shareholders have signed up for LW Live and will explore other methods of getting more participants. No action taken.

Story Board, Update

The Publications Manager shared new photos taken for the website and is scheduled to take photos of the Healthcare Center and Pharmacy in the very near future. No action taken.

NEW BUSINESS

LW Weekly Readers’ Survey

In an effort to receive feedback and information on how the LW Weekly could better communicate with residents, the Publications Manager submitted an LW Weekly Survey for the Committee to review.
It is the consensus of the Committee to move forward with including the Readers’ Survey in the LW Weekly, as presented by the Publications Manager.

Advertisement Consideration – California PCH

It is the consensus of the Committee not to approve proposed advertisement from California PCH, Marijuana Dispensary in the LW Weekly.

Spotlight, Update

The Publications Manager provided an update and reported that $9,000 has been received in advertisement sales and stated she would like to use a whole page to thank our advertisers and support our advertisers. No action taken.

Profiles, Update

The Publications Manager provided for the Committee’s review, Profiles that have been completed, to date. The Committee made a couple of suggestions as to where else the Publications Manager could find possible candidates for Profiles. No action taken.

POLICIES

Policy 2869-36, Leisure World Live (LW Live)

LW Live is a program provided by the GRF to provide shareholders/members with an opportunity to receive rapid notification of events affecting our community and is a voluntary service.

Ms. Snowden MOTIONED, seconded by Ms. Fekjar and unanimously carried by Committee Members present –

TO accept Policy 2569-36, Newspaper Services, Leisure World Live (LW Live) and forward to the Board for final approval.

Review of Publications Committee Policies

After review of the Publications Committee Policies, it is the consensus of the Committee that changes, as it relates to name and/or title changes, are allowed to be made without forwarding to the Board for approval, if the content of the policy remains the same.

It is also the consensus of the Committee to change the name of our newspaper publication from the Golden Rain News to LW Weekly.
After further review of the Publications Committee Policies, Mr. Pratt MOTIONED, seconded by Mrs. Perrotti –

TO RESCIND Policy 2851-36, Newspaper Services, Advertising and forward to the Board for approval.

Policy 2865-36, Public Service Announcements (PSA) Advertisement

It is the consensus of the Committee for Policy 2865-36, Public Service Announcement (PSA) Advertisement be forwarded to the next Policy Rewrite meeting for further review and returned back to the Committee for approval at the next regularly scheduled meeting.

Policy 2866-36, Acceptable Bilingual Advertisements

In an effort to better serve our community, the News Department will now accept bilingual advertisement for the LW Weekly.

Mr. Pratt MOTIONED, seconded by Mrs. Dodero and unanimously carried by Committee Members present –

TO accept Policy 2866-36, Newspaper Services, 2866-36, Acceptable Bilingual Advertisements and forward to the Board for approval.

Policies, Item 9E – Policy 2867-36, Political, Government and Religious Advertising

It is the consensus of the Committee for Policy 2867-36, Political, Government and Religious Advertising be forwarded to the next Policy Rewrite meeting for further review and returned back to the Committee for approval at the next regularly scheduled meeting.

Policy 2868-36, Transportation Advertising

It is the consensus of the Committee for Policy 2868-36, Transportation Advertising be forwarded to the next Policy Rewrite meeting for further review and returned back to the Committee for approval at the next regularly scheduled meeting.

**STAFF REPORTS**

Publications Manager

The Publications Manager provided updates to the Committee throughout the meeting.
Executive Director

The Executive Director provided updates and reports throughout the meeting.

**SHAREHOLDER / MEMBER COMMENTS**

One shareholder made comments on various topics.

**COMMITTEE MEMBERS COMMENTS**

Five Committee members spoke on the proceedings of the Committee meeting.
ADJOURNMENT

Chair Greer adjourned the meeting at 11:37 a.m.

Mary Ruth Greer, Chairperson
PUBLICATIONS COMMITTEE

law 02.09.17
RECAP OF MOTIONS AND ACTIONS TAKEN AT THE PUBLICATIONS COMMITTEE MEETING

MOTIONS

- By unanimous consent, Chair Greer declared the reading of the quorum notification be dispensed with.

- The meeting minutes of the regular meeting of January 11, 2017, approved as presented.

- TO accept Policy 2569-36, Newspaper Services, Leisure World Live (LW Live) and forward to the Board for final approval.

- TO RESCIND Policy 2851-36, Newspaper Services, Advertising and forward to the Board for approval.

- TO accept Policy 2866-36, Newspaper Services, 2866-36, Acceptable Bilingual Advertisements and forward to the Board for approval.

ACTIONS

- Chair Greer read correspondence from Mr. Smith and asked staff to send letter of acknowledgement of his correspondence.

- It is the consensus of the Committee to move forward with including the Readers’ Survey in the LW Weekly, as presented by the Publications Manager.

- It is the consensus of the Committee not to approve proposed advertisement from California PCH, Marijuana Dispensary in the LW Weekly.

- After review of the Publications Committee Policies, it is the consensus of the Committee that changes, as it relates to name and/or title changes, are allowed to be made without forwarding to the Board for approval, if the content of the policy remains the same.

- It is the consensus of the Committee to change the name of our newspaper publication from the Golden Rain News to LW Weekly.
• It is the consensus of the Committee for Policy 2865-36, Public Service Announcement (PSA) Advertisement be forwarded to the next Policy Rewrite meeting for further review and returned back to the Committee for approval at the next regularly scheduled meeting.

• It is the consensus of the Committee for Policy 2867-36, Political, Government and Religious Advertising be forwarded to the next Policy Rewrite meeting for further review and returned back to the Committee for approval at the next regularly scheduled meeting.

• It is the consensus of the Committee for Policy 2868-36, Transportation Advertising be forwarded to the next Policy Rewrite meeting for further review and returned back to the Committee for approval at the next regularly scheduled meeting.

• Chair Greer adjourned the meeting at 11:37 a.m.
Before Leisure World was fully developed it was assumed by the lender HUD, as well as by the developer, that the various independently funded Mutual Corporations would merge into one master corporation after the last section of the entire community was completed. There would no longer be 16 Mutual Corporations, each trying to manage its own affairs, but rather one board of directors for the entire community. This setup as individual corporations was simply an artifact for funding purposes.

The current arrangement imposes unnecessary stress on the entire community. People come here to retire, not to run a corporation and assume a burden they do not want, for no compensation other than the appreciation of others. How often has every Board of Directors complained that there are not enough volunteers to fill the Board? There are serious legal consequences for any Mutual Corporation that cannot govern itself.

Has anyone looked carefully at the rules and regulations of any Mutual Corporation? Most are humongous, unedited, or poorly edited since origination.

Matters that are of serious concern now, may not have been 50 years ago. New circumstances have to be consistently and regularly considered, rather than just drafting a wording and adding to what was presumably the intent of the original document.

Another matter for serious consideration is the tremendous authority bestowed upon any Board of Directors. They handle matters that are only vaguely familiar to most shareholders, are given responsibility for budgeting huge amounts of money, and serve with no bond, trust agreement or insurance for bad decisions that could bankrupt any mutual.
The directors are somewhat protected for unintended bad decisions by something referred to as “the business judgment rule.” The Mutuals are not covered for bad decisions that could be financially disastrous, even though made by honest directors who only want to what is best for their Mutual.

It is not only difficult, but almost impossible to get qualified and experienced persons to sit on Boards. There is no vetting on the part of the Mutual Boards or the GRF in regard to any candidate for a director position. The whole matter is handled simply as shareholders helping each other with no concern for the seriousness, or possible consequences of unintentional, but very bad decisions.

It is long past time for Leisure World shareholders to get serious about the management of this community. The combined asset value of this property is in the hundreds of millions of dollars. It is far too much to put into the hands of retirees with the best of intentions and honesty, but with little or no experience in the management of the huge amounts of money under their control.
UNIFICATION

The amount of money that could be saved as a result of this association of independent corporations acting as one huge client to various services is enormous. Legal fees immediately comes to mind. Should one corporation need advice on a specific issue, their attorney may charge thousands of dollars on any matter that requires any research work at all. Should another corporation need answers to the same questions, they would pay the same high fee for exactly the same information. This would be the case even if the same attorney represented both corporations.

Further huge savings could be garnered in the area of solar power. Should one building by solar power for each unit we would end up with twelve installations on each roof and separated savings for each unit within that building. It would be over-kill and way over-costs. I suspect that our roofs may not even be strong enough should each unit within the same building buy solar power.

With proper planning, however, this entire community could enjoy solar power, even on the community buildings, and probably sell enough power back to the grid to reduce our electrical cost to almost zero. We probably have enough roof space on the car sheds to accomplish the entire project, and thus never have to use our residential roofs – most of which have too many skylights on them to allow a fully realized project of this scope.

We really must stop thinking of this community as a bunch of independent mutual corporations and use the power of our size to ensure the benefits that should be available to any corporation of our size and combined power. This community, acting as one, could probably control the entire community – although I would not recommend that any time soon.
THIS PAGE INTENTIONALLY LEFT BLANK
1. PURPOSE

The purpose of this section is to establish basic policies and procedures to provide informational content to the general community, and is available to all of the Shareholders/Members of Leisure World Seal Beach.

The Digital Billboards are located in the following locations: Administration Building; Clubhouses 1, 2, 3 and 6; the Café in Building 5 and the Library.

2. TYPES OF INFORMATION TO DISPLAY

The Information Technology Services (ITS) Department is responsible for maintaining the Digital Billboards and accepts the following types of documents for display:

- Community Notices
- GRF Meeting Calendar
- Recreational Events
- Club Events
- Public Service Announcements (PSAs)

3. REQUIREMENTS FOR POSTING ON THE DIGITAL BILLBOARD

A “Request for Display” form must be filled out with the document to be displayed. The document must be pre-approved by the Recreation Manager, Publications Manager, ITS Department or the GRF Administration Office. Approved content may be posted no earlier than two weeks prior to the event, which will be taken down the day after the end-date of the event.

Priorities for display will be given to free events of community interest, and a fee based community events, if acceptable. The digital billboards will not be available to display any business-related or sales contents, nor money-raising functions.

Any exceptions will be determined by the Executive Director.

Policy
Adopted: Seal Beach, California
GOLDEN RAIN FOUNDATION
(Seal Beach, California)
REQUEST FOR DISPLAY ON DIGITAL BILLBOARD

The following types of documents may be displayed on the Digital Billboard:

Community Notices; Recreational Events; Club Events and Public Service Announcements (PSAs), and must be preapproved by the Recreation Manager or the ITS Department.

Please fill out form and print clearly and attached your document to be displayed.

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1. **PURPOSE**

This policy aims to:

a) Clearly explain the roles and responsibilities of all parties involved in online content management;

b) Ensure best practice in content management and usability principles are established and adopted by the Golden Rain Foundation (GRF);

c) Outline processes for online content review, maintenance and development on our Internet website by the Information Technology Services (ITS) Department.

2. **DEFINITIONS**

2.1. **Accessibility**

Information on our website will be accessible to our Shareholders/Members, vendors and public.

2.2. **Content Author**

Authorized personnel and/or persons allowed to submit online content to the ITS Department:

2.2.1. **Recording Secretaries**: Minutes and Agenda

2.2.2. **Executive Coordinator/Administrative Secretary**: Policies, Reports, Calendars, Meeting Announcements

2.2.3. **Recreation Manager**: Club Information, Club Events, Recreational Activities and Public Service Announcements (PSAs)

2.2.4. **Publications Manager**: Publications, Announcements, PSA’s, Photography, Logos (GRF), Advertising (Marketplace tab only), Videos and Marketing Materials
WEBSITE MANAGEMENT

2.2.5. **Facilities Director:** Notification of Construction, Utilities Information and Trust Property Information

2.2.6. **Executive Director:** Publications, Announcements, PSA’s, and Photography.

2.2.7. **GRF President:** Publications, Announcements, PSA’s, and Photography.

2.3. **ITS Department**

ITS Department is responsible for the online content maintenance submitted by authorized Content Author(s). ITS works with the content authors to manage the development and maintenance of online content on our website, to ensure content remains current and of value to our users.

3. **RESPONSIBILITIES**

3.1. **Content Authors**

Content Authors are responsible for creating and maintaining content relevant to their work area. Content Authors are only to submit online content as stated in Section 2.2, “Content Author.”

3.2. **Section Approvers**

Section Approvers are responsible for authorizing the publication of content that is relevant to their section and/or department.

Section Approvers:

- Ensure that content created or edited by author is accurate and up-to-date;
- Ensure that content is appropriate for website users; and
- Will advise authors of any changes required to content before it is suitable for publication.
3.3. **Homepage Content**

Any changes to the Homepage Content will be determined by the Executive Director.