



COMMUNICATIONS COMMITTEE

September 14, 2017

The Communications Committee meeting was held on Thursday, September 14, 2017, and was called to order at 1:00 p.m. by Chair Gould in the Administration Conference Room, followed by the Pledge of Allegiance, lead by L. Stone, GRF President.

ROLL CALL

Present: Mr. W. Gould Mr. R. Crossley
Ms. P. Snowden, Vice Chair Mr. R. Stone
Ms. I Heinrichs Ms. L. Stone, Ex-Officio

Absent: Mr. S. McGuigan

Also Present: Mr. R. Ankeny, Executive Director
Ms. K. Roberts, Publications Manager
Mr. D. Fabian, ITS Systems Analyst
Mr. B. Holland, ITS Technician
Mrs. L. Whitlock, OPS Coordinator/Recording Secretary
Mrs. C. Damoci, GRF Vice President, Mutual Twelve
Hon. S. Massa-Lavitt, Mayor of Seal Beach
Three Shareholders/members

Chair Gould greeted and welcomed everyone to the Communications Committee meeting and introduced Foundation members, guests and staff.

By unanimous consent, the Chair 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 ADR 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 Board meeting will be presented to the Board for approval following the approval of the committee meeting minutes in October 2017.

CHAIR'S ANNOUNCEMENTS

Chair Gould welcomed the Committee members, guests and staff, including GRF President, Linda Stone; Carole Damoci, GRF Vice President; Mayor of Seal Beach, Hon. Massa-Lavitt; Executive Director, Randy Ankeny; Publications Manager, Kelly Roberts; IT Systems Analyst, Daniel Fabian; IT Technician, Barry Holland and OPS Coordinator/Recording Secretary Laura Whitlock.

APPROVAL OF MINUTES

The meeting minutes of the August 14, 2017 meeting were approved with corrections.

SHAREHOLDERS COMMENTS

One shareholder/member spoke on an item pertaining to the agenda.

CORRESPONDENCE

David Harlow, M15-21A

Chair Gould read Mr. Harlow's correspondence regarding the Survey given the LW Weekly. Chair Gould asked staff to send a letter to Mr. Harlow, thanking him for his letter and advise him that the survey has been taken care of and to draw his attention to Policy 2811-36, "News Coverage Running for GRF Board or Public Office" and Policy 2840.04-36, "News Stories."

Margie Meigs, M02-55H

Chair Gould read Ms. Meigs correspondence regarding "Community Unity." After a brief discussion, the Executive Director stated that he could respond in a letter to Ms. Meigs stating that we are paying attention and that we are working on a mutual resolution.

John Hlavac, M12-08C

Mr. Hlavac submitted correspondence regarding email delivery problem. Chair Gould addressed the matter and shareholder. No action taken.

UNFINISHED BUSINESS

ID Renewal Project Summary

Barry Holland, ITS Technician provided the Committee with summary of the recent completed ID Renewal project. The Executive Director also stated that overall; the ID Renewal Project went very well.

Mr. Holland reported that he would like to delete people in the database by adding an additional column named, “removed.” He also asked the Committee what to do with the surplus ID cards.

After a brief discussion, it is the consensus of the Committee for Mr. Holland to move forward with deleting people from the database and to shred the surplus ID cards.

(Barry Holland excused at 1:30 p.m.)

Website Refresh/Launch

ITS Systems Analyst reported that the structure of the updated navigation bar promotes LWSB as an active adult community, has a clear distinction between GRF and each Mutual, and has new/helpful pages, i.e., new buyer information, resources, copy and print center, RV Lot and Service Maintenance information.

He further respectfully requested approval to move forward with the website refresh, navigation bar and updated site map.

After a brief discussion, Mr. Dodero MOTIONED, seconded by Mr. R. Stone and unanimously carried by committee member present –

TO approve the website refresh, updated navigation bar and site map. Also, to direct staff to announce the update in the LW Weekly.

Server Upgrade Project – Update

ITS Systems Analyst provided the Committee an update and status report of the Server Upgrade Project. No action taken at this time.

Drop-Box Demo, Policy Management Software

ITS Systems Analyst reported that after researching various software platforms, he would like to recommend that “Dropbox for Business” be used as our Policy Management Software.

After a brief discussion, it is the consensus of the Committee for staff to bring this item back at the next scheduled meeting. No action taken at this time.

LW 2018 Calendar

The Publications Manager provided the Committee with an update on the LW 2018 and showed some photo submissions by shareholders.

After a brief discussion, it is the consensus of the Committee for staff to use local pictures of Leisure World and Seal Beach.

Constant Contact/LW Live – Update

The Publications Manager provided a brief update on Constant Contact/LW Live. No action taken at this time.

NEW BUSINESS

Increase St. Andrews Bandwidth

The ITS Systems Analyst reported that we are currently paying \$99 a month for Frontier FIOS broadband service at St. Andrews Gate, which is responsible for the LPR (license plate recognition) cameras, surveillance cameras, Paychex time-clock and telephone.

Our current plan of 25/25 Mbps speeds is not sufficient to power the systems; therefore, he respectfully requested of the Committee the approval to increase the bandwidth at St. Andrews Gate to either 50 Mbps or 75 Mbps.

After a brief discussion, Chair Gould MOTIONED, seconded by Mr. R. Stone and unanimously carried by committee members present –

TO approve the increase of the bandwidth from 25 Mbps to 75 Mbps at an increased cost of \$135 per month, which will be charged to account 6478000-37.

Interactive Map

The Publications Manager showed a demo of an interactive map for the Leisure Community.

It is the consensus of the Committee for staff to continue to develop this concept and present at a future meeting. No action taken at this time.

FilemakerPro Sales Database Upgrade

The Publications Manager reported that the department has been struggling with issues regarding their FilemakerPro Sales Database. She also reported that to date, one estimate has been received with another meeting scheduled for a second estimate.

The Publications Manager respectfully requested approval to secure the services of a FileMakerPro consultant and move forward with the database upgrade at a cost not to exceed \$9,000, which will be charged to the IT Operating Budget, Account 6438000-34 (Other Professional Fees – Info Technology), as a non-budgeted expense.

After a brief discussion, Mr. Dodero MOTIONED, seconded by Mr. R. Stone and carried with one “no” vote from Vice Chair Snowden –

TO approve the Non-Budgeted Operating Funds request in an amount not to exceed \$9,000, which will be charged to the IT Account 6438000-34, for the purpose of securing a consultant for the upgrade of the FilemakerPro Sales Database and forward to the Finance Committee for financial review and to the Board for final approval.

POLICIES

Policies 2810-36: Community Submissions; 2811-36: News Coverage of Candidates Running for GRF Board or Public Office and 2840.7-36: News Photos were presented to the Committee for review and discussion.

After a brief discussion, Chair Gould MOTIONED, seconded by Mr. Dodero and unanimously carried by committee members present –

TO direct staff to review policies 2810-36: Community Submissions; 2811-36: News Coverage of Candidates Running for GRF Board or Public Office and 2840.7-36: News Photos and forward notes and recommendations to the Policy Rewrite Committee for further review and edits.

STAFF REPORTS

Executive Director

The Executive Director provided information and updates throughout the meeting. He also mentioned the concept of a “Community Mascot” to represent Leisure World Seal Beach.

It the consensus of the Committee for staff to bring the topic of a Community Mascot to the next scheduled meeting.

IT Systems Analyst

The IT Systems Analyst provided his reports as presented in the agenda packet.

Publications Manager

The Publications manager provided her reports as presented in the agenda packet. She also provided three options for the 2017/18 Budget Cover.

It is the consensus of the Committee to select Option #2 for the Budget cover as presented by the Publications Manager.

PRESIDENT'S COMMENTS

President Stone had no further comments.

SHAREHOLDER COMMENTS

There were no shareholder comments.

COMMITTEE MEMBERS COMMENTS

Three Committee members spoke on the proceedings of the Committee meeting.

ADJOURNMENT

Chair Gould adjourned the meeting at 3:37 p.m.



Wayne Gould, Chair
COMMUNICATIONS COMMITTEE

RECAP OF MOTIONS AND ACTIONS TAKEN AT THE COMMUNICATION COMMITTEE MEETING

MOTIONS

- TO approve the website refresh, updated navigation bar and site map. Also, to directed staff to announce the update in the LW Weekly.
- TO approve the increase of the bandwidth from 25 Mbps to 75 Mbps at an increased cost of \$135 per month, which will be charged to account 6478000-37.
- TO approve the Non-Budgeted Operating Funds request in an amount not to exceed \$9,000, which will be charged to the IT Account 6438000-34, for the purpose of securing a consultant for the upgrade of the FilemakerPro Sales Database and forward to the Finance Committee for financial review and to the Board for final approval.
- TO direct staff to review policies 2810-36: Community Submissions; 2811-36: News Coverage of Candidates Running for GRF Board or Public Office and 2840.7-36: News Photos and forward notes and recommendations to the Policy Rewrite Committee for further review and edits.

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ACTIONS

- Chair Gould asked staff to send a letter to Mr. Harlow, thanking him for his letter and advise him that the survey has been taken care of and to draw his attention to Policy 2811-36, "News Coverage Running for GRF Board or Public Office" and Policy 2840.04-36, "News Stories."
- Executive Director stated that he could respond in a letter to Ms. Meigs stating that we are paying attention and that we are working on a mutual resolution.
- It is the consensus of the Committee for Mr. Holland to move forward with deleting people from the database and to shred the surplus ID cards.

- It is the consensus of the Committee for staff to bring the item of Policy Management Software back at the next scheduled meeting. No action taken at this time.
- It is the consensus of the Committee for staff to use local pictures of Leisure World and Seal Beach for the LW 2018 Calendar.
- It the consensus of the Committee for staff to bring the topic of a Community Mascot to the next scheduled meeting.
- It is the consensus of the Committee to select Option #2 for the Budget cover as presented by the Publications Manager.
- Chair Gould adjourned the meeting at 3:37 p.m.