



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

Mrs. L. Perrotti
Ms. P. Snowden
Mrs. C. Damoci, Ex-Officio

Absent: Mr. B. Scheuermann

Also Present: Mr. R. Ankeny, Executive Director
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

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

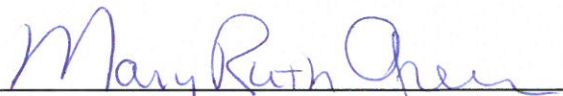
One shareholder made comments on various topics.

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

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**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.