



PUBLICATION COMMITTEE MINUTES
July 13, 2016

The regular meeting of the Publications Committee, held on Wednesday, July 13, 2016, was called to order at 1:00 p.m. by Chair Greer, in Conference Room B, followed by the Pledge of Allegiance, led by Chair Greer.

ROLL CALL

Present:	Ms. M. Greer, Chair	Mrs. L. Perrotti
	Mrs. C. Damoci, Ex-officio	Mr. P. Pratt
	Mrs. M. Dodero	Mr. B. Scheuermann Ms. P. Snowden

Staff and Guests:	Mr. R. Ankeny, Executive Director
	Ms. S. Massa-Lavitt, Mayor of Seal Beach
	Ms. C. Miller, Director of Finance
	Ms. K. Roberts, Publications Manager
	Mrs. D. Bennett, Recording Secretary
	Ms. R. Stone, GRF Representative, Mutual One
	Ms. L. Stone, GRF Representative, Mutual Three
	Ms. H. Tran, GRF Representative, Mutual Fifteen Two Foundation Members

INTRODUCTION OF GUESTS AND STAFF

The Chair welcomed the Committee members, staff, and shareholder/members.

CHAIR COMMENTS

The Publication Committee will meet in August and September and then continue on a bi-monthly basis.

ELECTION OF COMMITTEE VICE CHAIR

Ms. Snowden nominated Mr. Pratt for Vice Chair. There being no further nominations, Mr. Pratt was declared, by acclamation, Vice Chair of the Publications Committee.

RULES OF ORDER

The Chair asked that courtesy and respectfulness be acknowledged at all times, to address any comments to the Chair calls, no cross talking and to silence your cell phone.

APPROVAL OF MINUTES

Chair Greer declared the minutes of the regular meeting of May 12, 2016, approved, as presented.

SHAREHOLDER COMMENTS

One shareholder offered comments.

CORRESPONDENCE

No correspondence was received by the Committee.

UNFINISHED BUSINESS

“Profiles”

The Publications Manager presented three sample covers for the Profiles publication. The consensus of the Committee was to choose the cover sample #1.

NEW BUSINESS

Draft 2017 Budget

The Committee, the Executive Director and the Publications Manager discussed the draft 2017 budget for cost center 36.

News Front Page and Spadea Advertising

The Committee, the Executive Director and the Publications Manager discussed advertising on the header and footer of the front page of the News and spadea advertising.

The Committee reached consensus to begin a trial period of allowing advertising opportunities on the header and/or footer of the News.

The Committee also reached consensus to approve a trial run of spadea advertising during the fourth quarter.

Online News Translation

The Committee reached consensus to proceed with Google-based translations of the online version of the News.

STAFF REPORTS**Executive Director**

The Executive Director reported that the Executive Committee will be recommending approval from the GRF Board of Directors to cease printing the Board of Directors meeting minutes in the News effective January 2017; printing of the minutes in the News is redundant as the actionable items in the form of a meeting recap are published two days later in the News. Printed copies will be available at News, Administration Building and the Library. The Executive Director also commended the Publications Manager and the ITS Systems Analyst on their hard work.

Publications Manager

The Publications Manager predicts she will have many things to bring before the Committee.

PRESIDENT'S COMMENTS

The President spoke of the Publications Committee

COMMENT PERIOD**Shareholder / Member Comments**

One Foundation member spoke on items pertaining to the Committee's area of purview.

Committee Member Comments

Five Committee members spoke on the organization of today's meeting.

The next monthly meeting on August 10, 2016.

ADJOURNMENT

The meeting was adjourned at 11:13 a.m.



Mary Ruth Greer, Chair
PUBLICATIONS COMMITTEE
dfb 07.13.16

RECAP OF THE COMMUNICATIONS COMMITTEE MEETING
July 13, 2016

ACTIONS

- Chair Greer declared the minutes of the regular meeting of May 12, 2016, approved, as presented;
- Mr. Pratt was declared, by acclamation, Vice Chair of the Publications Committee;
- The consensus of the Committee was to choose cover sample #1 for the Profiles publication;
- The Committee reached consensus to begin a trial period of allowing advertising opportunities on the header and/or footer of the News;
- The Committee reached consensus to approve a trial run of Spadea advertising during the fourth quarter;
- The Committee reached consensus to proceed with Google-based translations of the online version of the News.