



## **PUBLICATIONS COMMITTEE MINUTES**

### **September 14, 2016**

The meeting of the Publications Committee was held on Wednesday, August 10, 2016, and was called to order at 10:02 a.m. by Chair Greer 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  
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  
Mr. D. Fabian, ITS Systems Analyst  
Mrs. L. Whitlock, Recording Secretary  
Ms. L. Stone, GRF Representative, Mutual Three  
Mr. R. Stone, GRF Representative, Mutual One  
Hon. S. Massa-Lavitt, Mayor of the City of Seal Beach  
Two Shareholders/Members

#### **CHAIR'S ANNOUNCEMENTS**

Chair Greer greeted and welcomed everyone to the Publications Committee meeting and introduced new Committee Member, Ms. Suzanne Fekjar, Foundation members, and staff.

#### **APPROVAL OF MINUTES**

Chair Greer declared the minutes of the regular meeting of July 13, 2016, approved as presented.

Chair Greer declared the minutes of the regular meeting of August 10, 2016, approved with corrections.

#### **SHAREHOLDER COMMENTS**

Two shareholders/members spoke on various items pertaining to the Committee's area of purview.

## **CORRESPONDENCE**

Chair Greer read two pieces of correspondence received by the Publications Committee: 1) Margie Meigs – Google Translator and 2) Vicki Burdman – minutes printed in the GRF News. The Executive Director requested permission of the Committee to allow him to place on the next Board Meeting Agenda, request to reverse Board's decision to remove minutes from the GRF News.

## **OLD BUSINESS**

### Profiles - Update

Publications Manager provided an update on the Profiles Magazine.

It is the consensus of the Committee for the Publications Manager to get quotes for at least 30 hardcover copies of the Profiles Magazine.

### Spadea Wrap

Publications Manager provided an update to the Committee on Spadea Wrap ads. No action taken at this time.

## **NEW BUSINESS**

### Advertising – Clings on Buses

Mrs. Perrotti MOTIONED, seconded by Mrs. Dodero –

**TO** accept the use of “clings” advertisement on our buses, with the condition that a policy is provided by the Publications Manager to the Board for approval.

Motioned unanimously carried by Committee members present.

### Newspaper Advertising Rates 2017

Mrs. Perrotti MOTIONED, seconded by Ms. Snowden –

**TO** approve the proposed 2017 newspaper advertising rate increase of 7%, which will result in approximately \$16,500 in additional annual revenue, and to forward to the Board for final approval.

Motioned unanimously carried by Committee members present.

Digital Ads

Mrs. Perrotti MOTIONED, seconded by Mrs. Dodero –

TO approve Publication Manager's request to use digital advertising for online GRF Newspaper, which will increase value and distribution.

Motioned unanimously carried by Committee members present.

Digital Alert System

It is the consensus of the Committee to forward the item of the Digital Alert System back to the ITS Committee for further review and research.

**POLICIES**

It is the consensus of the Committee to forward Policies 2865-36 and 2866-36 to the Policy Re-write committee for further review and consideration. No action taken.

**SHAREHOLDER / MEMBER COMMENTS (Agenda Items Only)**

Two shareholders made comments on various topics.

**COMMITTEE MEMBERS COMMENTS**

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

**ADJOURNMENT**

Chair Greer adjourned the meeting at 11:28 a.m.



Mary Ruth Greer, Chairperson  
PUBLICATIONS COMMITTEE

## RECAP OF MOTIONS AND ACTIONS TAKEN AT THE PUBLICATIONS COMMITTEE MEETING

### MOTIONS

- Chair Greer declared the minutes of the regular meeting of July 13, 2016, approved as presented.
- Chair Greer declared the minutes of the regular meeting of August 10, 2016, approved with corrections.
- **TO** accept the use of “clings” advertisement on our buses, with the condition that a policy is provided by the Publications Manager to the Board for approval.
- **TO** approve the proposed 2017 newspaper advertising rate increase of 7%, which will result in approximately \$16,500 in additional annual revenue, and to forward to the Board for final approval.
- **TO** approve Publication Manager’s request to use digital advertising for online GRF Newspaper, which will increase value and distribution.

### ACTIONS

- The Executive Director requested permission of the Committee to allow him to place on the next Board Meeting Agenda, request to reverse Board’s decision to remove minutes from the GRF News.
- It is the consensus of the Committee for the Publications Manager to get quotes for at least 30 hardcover copies of the Profiles Magazine.
- It is the consensus of the Committee to forward Policies 2865-36 and 2866-36 to the Policy Re-write committee for further review and consideration. No action taken.
- It is the consensus of the Committee to forward the item of the Digital Alert System back to the ITS Committee for further review and research.
- Chair Greer adjourned the meeting at 11:28 a.m.