



PUBLICATIONS COMMITTEE MINUTES December 14, 2016

The meeting of the Publications Committee was called to order at 10:00 a.m. by Chair Greer on Wednesday, December 14, 2016, in Conference Room B, Building 5, followed by the Pledge of Allegiance.

ROLL CALL

Present: Mrs. M. Greer, Chair
Mrs. M. Dodero
Ms. S. Fekjar
Mr. P. Pratt
Ms. P. Snowden
Mrs. C. Damoci, Ex-Officio

Absent: Mrs. L. Perrotti
Mr. B. Scheuermann

Also Present: Mr. R. Ankeny, Executive Director
Ms. K. Roberts, Publications Manager
Mrs. L. Whitlock, Recording Secretary
Mr. P. Hood GRF Representative, Mutual Five
Mrs. H. Tran, GRF Representative, Mutual Fifteen
Eleven Shareholders/Members

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 January, 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 November 9, 2016, approved as presented.

OLD BUSINESS

Constant Contact Opt-In Marketing Plan

It is the consensus of the Committee to do the following, as it relates to the launching of Constant Contact:

- a) Donate \$1,000 of its discretionary funds to the News Office, which will be used for Constant Contact's incentive program;
- b) Volunteer for the beta-testing of the program; and
- c) Select "LW Live" as the e-mail template.

Telephone Directory, Update

The Publications Manager provided several LW Directory Cover options for the Committee to review.

After a brief discussion, Ms. Snowden MOTIONED, seconded by Ms. Fekjar and unanimously carried by Committee member present –

TO select the new picture of "The Globe" as presented by Publications Manager, as the cover for the LW Directory with the following headings: Local, Information, and Business."

NEW BUSINESS

Story Board

It is the consensus of the Committee for the Publications Manager continue developing the story boards for our website and provide an update at a future meeting.

Masthead

The Publications Manager presented options for new a Mast Head for the LW News Newspaper. After a brief discussion, it is the consensus of the Committee to select the "LW Weekly" layout with "tabs" and "date line" at the top of the page.

Eyebrows/Kickers

The Publications Manager mentioned that for a cleaner and less-cluttered look, she would like to get away from using "eyebrows and/or kickers" in the newspaper.

It is the consensus of the Committee for the Publications Manager to move forward with eliminating the use of eyebrows and/or kickers in the newspaper in order to provide a cleaner look and better flow of text.

POLICIES

Chair Greer mentioned that a policy will need to be created for Constant Contact. She volunteered to work with Ms. Snowden in the development of this policy.

STAFF REPORTS

Publications Manager

The Publications Manager reviewed the variance budget report and provided updates to the Committee throughout the meeting.

Executive Director

The Executive Director provided updates and reports throughout the meeting.

SHAREHOLDER / MEMBER COMMENTS

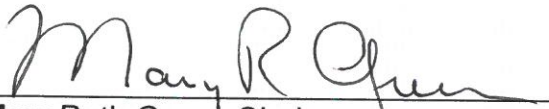
No shareholders made comments on various topics.

COMMITTEE MEMBERS COMMENTS

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

ADJOURNMENT

Chair Greer adjourned the meeting at 11:32 a.m.

A handwritten signature in cursive script that reads "Mary Ruth Greer". The signature is written in black ink and is positioned above a horizontal line.

Mary Ruth Greer, Chairperson
PUBLICATIONS COMMITTEE

law 12.20.16

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.
- Chair Greer declared the minutes of the regular meeting of November 9, 2016, approved as presented.
- **TO** select the new picture of "The Globe" as presented by Publications Manager, as the cover for the LW Directory with the following headings: Local, Information, and Business."

ACTIONS

- It is the consensus of the Committee to do the following, as it relates to Constant Contact:
 - a) Donate \$1,000 of its discretionary funds to the News Office, which will be used for Constant Contact's incentive program;
 - b) Volunteer for the beta-testing of the program; and
 - c) Select "LW Live" as the e-mail template.
- It is the consensus of the Committee for the Publications Manager continue developing the story boards for our website and provide an update at a future meeting.
- It is the consensus of the Committee to select the "LW Weekly" layout with "tabs" and "date line" at the top of the page, as presented by the Publications Manager.
- It is the consensus of the Committee for the Publications Manager to move forward with eliminating the use of eyebrows and/or kickers in the newspaper in order to provide a cleaner look and better flow of text.
- Chair Greer mentioned that a policy will need to be created for Constant Contact. She volunteered to work with Ms. Snowden in the development of this policy.
- Chair Greer adjourned the meeting at 11:32 a.m.