



Publications Committee

Agenda

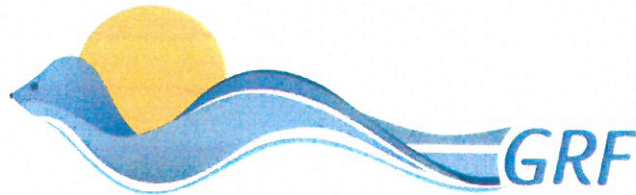
Administration Conference Room
Thursday, May 12, 2016
1:00 p.m.

1. Call to Order/Pledge of Allegiance
2. Roll Call/Notice of Quorum
3. Chair's Announcements
 - a. Introduction of Guests and Staff
 - b. Rules of Order
 - c. Chair's Report
4. Approval of Minutes
 - a. Minutes of April 14, 2016 (pp.1-4)
5. Shareholder/Member Comments – Agenda Items Only
(Limited to 3 minutes per person)
6. Correspondence (none)
7. Unfinished Business
 - a. Spotlight Entertainment – Update
 - b. "Profiles" – Update
8. New Business
9. Policies (not applicable)
10. Staff Reports
 - a. Executive Director
 - b. Publications Manager (p. 5)
11. President's Comments
12. Shareholder Member Comments
(Limited to 3 minutes per person)
13. Committee Member Comments

14. Next Meeting – **To Be Announced**

15. Adjournment

a. May 19, 2016 – Minutes distributed and posted on the website



PUBLICATION COMMITTEE MINUTES
April 14, 2016

The regular meeting of the Publications Committee, held on Thursday, April 14, 2016, was called to order at 1:00 p.m. by Chair Greer, in the Administration Conference Room, followed by the Pledge of Allegiance, led by Mr. Friedman.

ROLL CALL

Present:	Mrs. M. Greer, Chair	Mrs. L. Perrotti
	Mr. T. Bolton	Mrs. J. Reed
	Mr. P. Friedman	Ms. P. Snowden, Vice Chair
		Ms. R. Winkler, Ex-officio
Absent:	Mr. P. Hood	
Staff and Guests:	Mr. R. Ankeny, Executive Director	
	Ms. R. Osborne, Sec. Writer / Staff Writer	
	Mrs. D. Bennett, Recording Secretary	
	Mr. P. Moore, GRF Representative, Mutual Seventeen Two Foundation Members	

INTRODUCTION OF GUESTS AND STAFF

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

RULES OF ORDER

The Chair asked that courtesy and respectfulness be acknowledged at all times, to wait until the Chair calls on you to speak, no cross talking and to silence your cell phone.

APPROVAL OF MINUTES

Chair Greer declared the minutes of the regular meeting of March 10, 2016, approved, as printed.

UNFINISHED BUSINESS

Spotlight Entertainment

The Executive Director reported the publication is in progress; an electronic draft was presented to the Committee. May 12, 2016 is the delivery date anticipated.

“Profiles”

The Executive Director provided an update on the Profiles publication, projecting a fall 2016 publication date.

Guest Column – End of Life Options Act

The Committee discussed a request from an attorney, who resides in Seal Beach, to publish an article in the Guest Column of the News regarding the End of Life Options Act, available to individuals no later than February 2017, pending closing of the special legislative session. Ruth Osborn, Section Editor/Staff Writer of the News, will thank the author and advise that his article will not be published in the News.

NEW BUSINESS

POLICIES

Amend Policy 5125-36, Publications Committee

The members discussed amendments proposed by the Committee Charter Sub-Committee of Policy 5125-36, Publications Committee.

Ms. Snowden MOVED, seconded Mr. Friedman and carried unanimously by the Committee members present–

TO amend Policy 5125-36, Publications Committee and return to the Committee Charter Sub-committee Ad Hoc Committee for action.

STAFF REPORTS

Executive Director

The Executive Director spoke on matters pertaining to the Leisure World News.

PRESIDENT’S COMMENTS

The President spoke on the work of the Chairs of Publications and ITS this year and commended the Section Editor/Staff Writer from the News for attending the Seal Beach City Council meetings.

COMMENT PERIOD

Shareholder / Member Comments

One Shareholder/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 and News content.

ADJOURNMENT

The next monthly meeting will be on Thursday, May 12, 2016, at 1:00 p.m. in the Administration Conference Room.

The meeting was adjourned at 1:59 p.m.

Mary Ruth Greer, Chair
PUBLICATIONS COMMITTEE
dfb 04.14.16

RECAP OF THE COMMUNICATIONS COMMITTEE MEETING
April 14, 2016

MOTIONS

- Chair Rapp declared the minutes of the regular meeting of March 10, 2016, approved, as printed;
- **TO** amend Policy 5125-36, Publications Committee and return to the Committee Charter Sub-Committee Ad Hoc Committee for action.

ACTIONS

- The Committee directed Section Editor/Staff Writer Ruth Osborn from the News to respond to the Seal Beach resident requesting to publish an article in the Guest Column of the News pertaining to the End of Live Options Act; she will thank him for his inquiry and inform him that the News will not be publishing his article.

Budget Variance Report -April 2016 News - CC 36

<u>GL Code</u>	<u>Account Description</u>	<u>Variance</u>	<u>Explanation</u>
6100000	Salaries & Wages	20,643	No manager
614XXXX	Employment taxes/benefits	7,106	No manager
6101000	Commissions	(1,106)	Amphitheater sponsorships not factored and all new accounts
6211000	Continuing Education	2,800	Lyndia .com charge posted as membership. Will reclassify in May.
6410020	Equipment Expense	600	No equipment purchases
6410030	Printer/copier supplies	972	Cut back on printing saving toner and paper
6420100	Electricity	1,335	Only two offices not three
6435100	Bank Service Fees	(512)	Excess credit card sales
6471000	Building Repair	(750)	Cleanup Manager's office, remodel
6481000	Computer Maintenance & Software	5,200	Drop Box and Adobe will be reclassified from Dues, Memberships in May.
6483500	Newspaper Distribution	(4,167)	More inserts, Minibus not budgeted
6482000	Dues, Membership & Books	(4,894)	Lyndia.com should be in Continuing Education. Drop Box and Adobe should be in Computer software. All will be reclassified in May.
6483515	Newspaper Printing	690	Smaller papers
6483520	Telephone Book Printing	4,782	Smaller book
6483540	Spadea printing	5,600	not started
6731000	Property & Liability Insurance	908	Cost less than anticipated
5611000	Late Charges	(516)	Reversed late charges to get accounts paid off
573100	Classified Advertising	2,471	Revenue and number of ads up. More paid obituaries
5731500	Display advertising	(25,949)	Sales team contentrating on Amphitheater sponsorships rather than newspaper advertising. Advertising is down overall.
5732300	Spadea income	(12,000)	not started
5732400	Front footer ad	(2,000)	not started
5732500	Telephone Book Income	18,272	Ad revenue higher than anticipated
Total Explained Variances		19,485	

ps