



Publications Committee

Agenda

Administration Conference Room
Thursday, April 14, 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 March 10, 2016 (pp.1- 5)
5. Shareholder/Member Comments – Agenda Items Only
(Limited to 3 minutes per person)
6. Correspondence
 - a. (none)
7. Unfinished Business
 - a. Spotlight Entertainment – Update
 - b. "Profiles" – Update
8. New Business
 - a. Guest Column – End of Life Options Act (pp. 6-8)
9. Policies
 - a. Amend 5125-36, Publications Committee (pp. 9-10)
10. Staff Reports
 - a. Executive Director
 - b. Section Editor/Production (pp. 11)
11. President's Comments

12. Shareholder Member Comments
(Limited to 3 minutes per person)
13. Committee Member Comments
14. Next Meeting – **Thursday, May 12, 2016** at 1:00 p.m. in the Administration Conference Room.
15. Adjournment
 - a. April 21, 2016 – Minutes distributed and posted on the website
 - b. May 2, 2016 – Agenda items are due to the Recording Secretary
 - c. May 5, 2016 – Agenda packets are to be distributed and posted on the website



PUBLICATION COMMITTEE MINUTES
March 10, 2016

The regular meeting of the Publications Committee, held on Thursday, March 10, 2016, was called to order at 1:00 p.m. by Vice Chair Snowden, in the Administration Conference Room, followed by the Pledge of Allegiance, led by Mr. Hood.

ROLL CALL

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

INTRODUCTION OF GUESTS AND STAFF

The Chair welcomed the Committee members, staff, and shareholder/members. The Committee reached consensus to add the amendment of Policy 281-36, News Coverage of Candidates Running for Public Office, to the agenda.

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

Vice Chair Snowden declared the minutes of the regular meeting of January 15, 2016, approved, as printed.

SHAREHOLDER COMMENTS

No shareholders offered comments.

CORRESPONDENCE

The Committee reviewed two letters; it was the consensus of the Committee to publish Letter # 1 in the Golden Rain News and Letter #2 in the Spotlight publication.

UNFINISHED BUSINESS

Spotlight Entertainment

The Executive Director reported the publication is in progress; it is anticipated that a draft will be available for the next Committee meeting.

Telephone book

Ms. Osborn, Section Editor/Staff Writer, distributed the new telephone book to the Committee members.

"Profiles"

The Executive Director provided an update on the Profiles publication.

Recommendation to Architectural Design & Review Committee – Newspaper Stands

The Executive Director presented several exterior and interior newspaper stands to replace the existing ones.

Mrs. Reed MOVED, seconded by Mr. Hood and carried unanimously by the Committee members present -

TO forward sample exterior and internal mailboxes for review to the Architectural Design Review Committee, with appropriate budgetary guidelines (non-budgeted request, not to exceed \$250 per unit).

NEW BUSINESS

Seal Beach Crime Report for Publication in the News

The flyer citing 2015 crime statistics, received by City of Seal Beach residents in their water bill, was reviewed by the Committee for possible inclusion in the News. Shareholder/members do not receive individual water bills and, therefore, did not receive this information.

Mrs. Perrotti MOVED, seconded by Mr. Friedman and carried unanimously by the Committee members present-

TO make the Seal Beach Crime Report for 2015 available on the Leisure World web site.

POLICIES

The members discussed Policy 2811-36, News Coverage of Candidates Running for Public Office, under the purview of the Publications Committee.

Mr. Friedman MOVED, seconded Mrs. Reed and carried unanimously by the Committee members present-

TO recommend to the GRF Board of Directors amendment of Policy 2811-36, News Coverage of Candidates Running for Public Office.

STAFF REPORTS

Executive Director

The Executive Director spoke the Publications Manager search and thanked the News team for their hard work. He advised that the Cost Center's budget was distributed as part of the master packaged released this week.

PRESIDENT'S COMMENTS

The President spoke on the new telephone book and advertising sales.

COMMENT PERIOD

Shareholder / Member Comments

Two Foundation members spoke on items pertaining to the Committee's area of purview.

Committee Member Comments

Four Committee members spoke on the organization of today's meeting and News content.

ADJOURNMENT

The next monthly meeting will be on Thursday, April 14, 2016, at 1:00 p.m. in the Administration Conference Room.

The meeting was adjourned at 2:14 p.m.

Paula Snowden, Vice Chair
PUBLICATIONS COMMITTEE
dfb 03.10.16

DRAFT

RECAP OF THE COMMUNICATIONS COMMITTEE MEETING
March 10, 2016

MOTIONS

- Vice Chair Snowden declared the minutes of the regular meeting of January 15, 2016, approved, as printed;
- **TO** forward sample exterior and interior mailboxes, for review, to the Architectural Design and Review Committee, with appropriate budgetary guidelines (non-budgeted request, not to exceed \$250 per unit);
- **TO** make the Seal Beach Crime Report for 2015 available on the Leisure World web site;
- **TO** recommend to the GRF Board of Directors amendment of Policy 2811-36, News Coverage of Candidates Running for Public Office.

ACTIONS

- The Committee reached consensus to publish letter #1, from the Dale More, Mutual 5, in the Golden Rain News and publish letter #2, from Carole Damoci, Mutual 12, in the Spotlight publication.

Deanna Bennett

From: Marisa McAuley
Sent: Friday, April 01, 2016 10:17 AM
To: Deanna Bennett
Cc: Randy L. Ankeny
Subject: FW: Randy Ankeny - FW: Guest column- End of Life

Good morning Deanna,

Please add this to your April Publications agenda.

Thank you.

Sincerely,
Marisa McAuley
Assistant to the Executive Director
Golden Rain Foundation
PO Box 2069, Seal Beach, CA 90740



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From: Randy L. Ankeny
Sent: Friday, April 01, 2016 9:38 AM
To: Marisa McAuley <marisam@lwsb.com>
Cc: Mary Greer Forwarding <jaegreer53@gmail.com>
Subject: Randy Ankeny - FW: Guest column- End of Life

Marisa

Please add this to new business for the Publications Committee

Randy Ankeny
Executive Director
Golden Rain Foundation
PO Box 2069, Seal Beach, CA 90740



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From: Jim Breen
Sent: Friday, April 01, 2016 9:29 AM
To: Randy L. Ankeny <randya@lwsb.com>

Cc: Mary Greer <mgreer@lwsb.com>
Subject: Re: Guest column- End of Life

Thank you for your response. I agree. I will hold it then, pending the committee's decision.

On Apr 1, 2016, at 9:22 AM, Randy L. Ankeny <randya@lwsb.com> wrote:

I have very mixed feeling on this.

At this point I would defer this to the Publication committee for committee review. The key factor in this is that this is a non-shareholder/member and the information may be deemed an advertisement for him and his firm.

If John wishes to pay for an add and run this by his firm, with a clear note on the ad that this is a paid advertisement

Randy Ankeny

Executive Director
Golden Rain Foundation
PO Box 2069, Seal Beach, CA 90740

<image002.png>

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From: Jim Breen
Sent: Friday, April 01, 2016 9:18 AM
To: Randy L. Ankeny <randya@lwsb.com>
Cc: Mary Greer <mgreer@lwsb.com>
Subject: Re: Guest column- End of Life

Good morning,
Cathie and Ruth suggested running this piece below from a Seal Beach attorney as a Guest Column on the End of Life Options Act going into effect soon in California. I wanted you to see it first.
Its 402 words.
Thanks.

New Law Allows Terminally Ill
Patients to End Their Lives

By John Trommald, Attorney

Effective June 9, 2016, a new law called the "End of Life Options Act" will go into effect in California. The law and it's requirements are closely based on the

Oregon Law known as the “Death With Dignity Act” that has been in effect since 1997. Other states

which that passed similar laws were Washington, 2009; Montana, 2009; and Vermont, 2013.

Prior to passing this law, many terminally ill Californians who did not want to prolong their suffering were forced to move to Oregon and establish residency there to access that process. Such forced moves created extreme emotional, physical and financial hardships for these terminally ill patients. I am aware of at least three of my clients who moved to Oregon for that reason, which makes me think that this law was important and necessary for California. This new law has substantial requirements that must be met before someone can voluntarily end their life.

These safeguards will prevent someone who is not terminally ill from ending their life or someone who is terminally ill from making a quick or flippant decision to end their life. Here are the law’s strict requirements:

- Patients must be able to make and communicate their health care decisions. The decision to end a life cannot be made by a power of attorney.
- Patient must be a California resident.
- Patient must be diagnosed by a doctor (MD or DO) to be suffering a terminal illness that is expected to end the patient’s life within six months, the same standard as hospice.
- Patient must make two oral requests to their physician to end their life, each one separated by at least 15 days.
- After making two oral requests, patient must make a written request to terminate their life and that document must have two witnesses.
- Immediately before taking the drug that will terminate life, the patient must sign a “final attestation” document by which the patient declares and acknowledges that he or she is fully aware of the consequences and alternatives to taking the end-of-life drug.

Importantly, the new law provides that ending a life in this manner will not effect any life insurance or other benefits that might otherwise be cancelled or rescinded due to a suicide.

The death certificate will list the underlying terminal illness as the cause of death and the choice to end one’s life will remain private and confidential.

GOLDEN RAIN OPERATIONS**COMMITTEE FUNCTIONS****Publication Committee**

Pursuant to state statute (Corp. Code §7210; Corp. Code §7212(c)) and Article VII of the Bylaws of the Golden Rain Foundation (GRF), the Board of Directors (BOD) hereby establishes the Publication Committee and grants to the Committee authority specifically stated within the GRF governing documents, policies or other authority as specifically granted by the BOD or as stated within this policy.

In accordance with Article VIII of the Bylaws, committee chair and members shall be appointed by the GRF President and approved by action of the BOD in accordance with policy 5100-30.

1. PURPOSE:

To analyze requests for action emanating from the GRF BOD, Mutuals, Administration and shareholder/members. To originate and develop, ideas, plans and programs which are pertinent to these specified areas. Through study and research the basic activities within the specified areas, to be able and ready to act in an advisory capacity to the GRF BOD and the Executive Director, when called upon to do so.

2. DUTIES:

- a. Elect a Vice-Chair at the first meeting;
- b. The publication of the Golden Rain *NEWS* and other communication media as may be approved by the GRF BOD;
- c. Meet with the *NEWS* Department management monthly or whenever such meetings are deemed necessary, unless cancelled by the chair;
- d. Shall publish an agenda 72 hours in advance of Committee meeting;
- e. Review monthly budget comparison for cost center 36;
- f. Initial approval and recommendation to the Finance Committee of the budget for cost center 36 including Capital requests and upcoming Reserve replacements;
- g. Review policies for cost center 36 yearly and send recommended changes to the GRF BOD for approval; and
- h. Furnish a report at the GRF BOD annual meeting.

(Aug 2013)

GOLDEN RAIN OPERATIONS**COMMITTEE FUNCTIONS****Publication Committee****3. LIMITATIONS:**

It is to be recognized that the function of the Committee is to act in an advisory and consulting capacity.

Regulatory or supervisory activities affecting employed personnel are functions of Management and not to be encroached upon by any Committee Chairperson or member, either individually or collectively.

Committee does not have the authority to enter into written contracts or oral agreements with any third parties on behalf of the GRF BOD. Authority to authorize contracts and/or expenses rests solely with the BOD.

Policy

Adopted: 18 Jan 72
 Amended: 21 Aug 73
 Amended: 15 Dec 76
 Amended: 19 Jun 90
 Amended: 19 Mar 96
 Amended: 27 Aug 13

GOLDEN RAIN FOUNDATION

Seal Beach, California

(Aug 2013)

Page 2 of 2

Budget Variance Report -March 2016

News - CC 36

<u>GL Code</u>	<u>Account Description</u>	<u>Variance</u>	<u>Explanation</u>
6100000	Salaries & Wages	15,643	No manager
614XXXX	Employment taxes/benefits	5,244	No manager
6101000	Commissions	(1,143)	Amphitheater sponsorships not factored and all new accounts
6410015	Computer supplies	(454)	Replaced server computer
6410030	Printer/copier supplies	735	Cut back on printing saving toner and paper
6420100	Electricity	951	Only two offices not three
6483500	Newspaper Distribution	(2,621)	More inserts, Minibus not budgeted
6482000	Dues, Membership & Books	735	Subscriptions down
6483520	Telephone Book Printing	4,782	smaller book
6483540	Spadea printing	4,200	not started
6731000	Property & Liability Insurance	681	cost less than anticipated
573100	Classified Advertising	2,506	Revenue and number of ads up. More paid obituaries
5731500	Display advertising	(11,763)	Revenue more than budgeted for this month. Variance went down for year.
5732300	Spadea income	(9,000)	not started
5732400	Front footer ad	(1,500)	not started
5732500	Telephone Book Income	18,272	Ad revenue higher than anticipated

Total Explained Variances	27,268
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