



PUBLICATIONS COMMITTEE MINUTES

April 12, 2017

The regular meeting of the Publications Committee was called to order at 9:00 a.m. by Chair Greer, and was held on Wednesday, April 12, 2017, in the Administration Conference Room B, followed by the Pledge of Allegiance.

ROLL CALL

Present: Mrs. M. Greer, Chair
Ms. S. Fekjar
Ms. L. Perrotti
Mr. P. Pratt
Ms. P. Snowden (9:56 a.m.)
Ms. R. Winkler (9:17 a.m.)
Mrs. C. Damoci, Ex-Officio (9:19 a.m.)

Absent: Ms. M. Dodero

Also Present: Mr. R. Stone, GRF Representative, Mutual One
Ms. L. Stone, GRF Representative, Mutual Three
Mr. P. Hood, GRF Representative, Mutual Five
Mr. R. Ankeny, Executive Director
Ms. C. Miller, Director of Finance
Ms. K. Roberts, Publications Manager
Ms. K. Lukina, Recording Secretary
One Shareholder/Member

CHAIR'S ANNOUNCEMENTS

The business of the Publications Committee will be conducted in accordance with the agenda. 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 three minutes, as set forth in Policy 5610, Participation by Foundation Members. The minutes of today's meeting will be presented to the Board for approval following the approval of the committee meeting minutes in May, 2017.

APPROVAL OF MINUTES

The minutes from the regularly scheduled meeting of March 8, 2017, were accepted, as submitted.

CHAIR'S REPORT

Chair Greer had no report to present at the time of the meeting.

SHAREHOLDER/MEMBER COMMENTS

There were no comments made by shareholders/members at the time of the meeting.

CORRESPONDENCE

There was no correspondence to review at the time of the meeting.

OLD BUSINESS

Homepage and Landing Pages. Update

The Publications Manager spoke of the website and home page updates, and the new slide show, as presented. She also informed the Committee of changes in navigation bar including adding GRF logo, moving the search feature to the top, and changing navigation categories.

The Committee discussed the navigation tab, and suggested some changes to be made to simplify its content, including changing walking trails to walking paths, adding Community Store under the Resources tab, adding GRF tab with a drop down menu to agendas, minutes, residents, and Policies, and setting up the slides under LW Community in AOL (landscape) format.

The Publications Manager stated that she will send a link to the revised site to Committee members for final review.

After a discussion, it was the consensus of the Committee to launch the development site for a period of time, upon the Committee's approval.

NEW BUSINESS

LW Weekly Ad Placement and Strategy

The Publications Manager stated that LW Weekly is an average when it comes to ads versus editorials. She also stated that the Golden Rain News' sales team is doing a good job overall in selling, and placing large (paid) and house ads.

The Committee members also discussed the value of an advertising revenue, and advertisers' coupons.

Survey Report

The Publications Manager informed the Committee of receiving 260 responses to LW Weekly Survey, and briefly went over the results.

Online LW Weekly Format

The Publications Manager spoke of the LW Weekly format template as presented. She stated that the new format will go into effect next week, the goal of which is to support digital ads, and to make a newspaper more interactive.

The Publications Manager also provided the Committee with updates on Easter and Mother's Day Marketplace, and is expecting a feedback from the advertisers after marketing those ads.

POLICIES

There were no Policies to review at the time of the meeting.

STAFF REPORTS

Publications Manager

The Publications Manager spoke of her reports as presented, and provided the Committee with updates on ID Cards article, and telephone books printing and distribution. She also followed up on the Spotlight project, and stated that the events' sponsorship continues to sell.

The Committee asked the Publications Manager to put together a brief report on sponsorship's income and costs of Recreation events.

In response to the Committee's concern regarding the surplus of printed phone books, the Publications Manager stated that they are kept in a Stock Transfer Department, and added to the new buyer packets.

Executive Director

The Executive Director thanked the Golden Rain News team for their work, and invited the Director of Finance to share with the Committee her view on the relationship between recognizing the expense, and collected revenue on the surplus of printed phone books.

PRESIDENT'S COMMENTS

The President commented on the items pertaining to the agenda's area of purview throughout the meeting, and on advertising ID Cards renewal event.

SHAREHOLDER/MEMBER COMMENTS

One shareholder/member advised the Publications Manager to record accrued revenue from the Spotlight project on a monthly basis for the Committee's review.

COMMITTEE MEMBERS COMMENTS

Three Committee members, and one staff member spoke on the items pertaining to the Committee's area of purview.

ADJOURNMENT

Chair Greer adjourned the meeting at 10:37 a.m.


Mary Ruth Greer, Chair

**RECAP OF MOTIONS AND ACTIONS TAKEN AT THE
IT SERVICES COMMITTEE MEETING**

MOTIONS

- The minutes from the regularly scheduled meeting of March 8, 2017, were accepted, as submitted;
- Meeting adjourned at 10:37 a.m.

ACTIONS

- After a discussion, it was the consensus of the Committee to launch the development site (homepage and landing pages) for a period of time, upon the Committee's approval.