

STAFF REPORTS

Media Manager

The Media Manager (Doug Cox) reported he attended the Seal Beach Chamber breakfast meeting and met with the Seal Beach Police Chief and spoke about advertising in the *Golden Rain Newspaper*.

ITS Manager

The ITS Manager (Steve Perez) reported that he and the Media Manager continue to work on the website content and providing additional information on the Billboards' in Clubhouse One and the Administration Conference Room.

Executive Director

The Executive Director (Randy Ankeny) reported that Dede Martin has embraced the new credit card program and passed the \$10,000 mark to advertise (most were past due accounts).

COMMENT PERIOD

Committee Member Comments

Committee members spoke on a recent article printed in the newspaper, modules, and information contained on the Billboards.

Foundation Member Comments

Foundation members spoke on the overall appearance of the newspaper, information not being printed correctly, and commended the Media Manager for doing a good job.

UNFINISHED BUSINESS

Review of 2015 Budget for Cost Center 36, News Office

The Media Manager presented the drafted 2015 budget for Cost Center 36. The Committee and staff reviewed the cost centers' line items and discussed staffing, commissions, printing costs, varying committee guidance, and budget assumptions.

UNFINISHED BUSINESS

GRF Masthead

The Media Manager presented options to the committee members on a new masthead. After discussion, Mrs. Reed MOVED, seconded by Mr. Blake and carried unanimously –

TO adopt option three as the new Masthead.

The Chair called for a break at 3:04 p.m. The meeting resumed at 3:11 p.m.

City of Seal Beach Commerce Page

The Executive Director reported that he would like to offer the City of Seal Beach Chamber of Commerce a onetime free opportunity to advertise on a single page of the *Golden Rain Newspaper*. After discussion, Mr. Blake MOVED, seconded by Mrs. Wood and carried unanimously –

TO allow the City of Seal Beach Chamber of Commerce a onetime free opportunity to advertise on a single page of the *Golden Rain Newspaper*.

Website Content

The Media Manager and ITS Manager reported they are updating the website to include the following:

- Direction link, which will include an interactive map with directions
- A link to Seal Beach City Officials
- A link to the City of Seal Beach Chamber of Commerce that will also include a quick link to initiate an email to specific Officers of the Chamber of Commerce
- Link to State and Federal Officials

Constant Contact

The Media Manager reported that he and the ITS Manager are working on an email marketing campaign system also known as Constant Contact, which will be to notify the community of emergencies, weekly events, and community events, real time news.

ADJOURNMENT

The Chair thanked everyone for their attendance and participation. The next Committee meeting is Thursday, September 11, 2014, at 1:00 p.m.

The meeting was adjourned at 3:58 p.m.

DRAFT

Tim Bolton, Chair
COMMUNICATIONS COMMITTEE
MM 9.10.14