



**COMMUNICATIONS COMMITTEE**  
**Administration Conference Room**  
**Thursday, February 12, 2015 – 1:00 p.m.**  
**AGENDA**

**\*\*\*Agenda Is Subject To Change\*\*\***

1. Call to Order
2. Pledge of Allegiance
3. Roll Call
4. Approval of Regular Meeting Minutes of January 8, 2015
5. Chair's Announcements
6. Correspondence
7. **STAFF REPORTS**
  - a. Media Manager
  - b. Executive Director
8. **COMMENT PERIOD**
  - a. Foundation Members
  - b. Committee Members and Ex Officio Member
9. **UNFINISHED BUSINESS**
  - a. Website
    - Sub-Committee
  - b. Mission Statement of the Golden Rain News (pg.1)
10. **NEW BUSINESS**
  - a. News Department Hardware Refresh (pg. 2-8)
  - b. Seal Beach Centennial (pg.9-10)
11. Next meeting: Thursday, March 12, 2015 – 1:00 p.m.
12. Adjournment

Because Leisure World's shareholders have an absolute right to dependable information in order to govern their community as they see fit, The News exists solely to provide them with the thorough and timely exchange of facts, ideas and opinions within our community by objectively reporting on all issues and events of legitimate interest to the broadest possible range of Leisure World shareholders.

Revise 9.0, 02/12/2015

**MEMO**

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**TO:** COMMUNICATIONS COMMITTEE  
**FROM:** DOUG COX – MEDIA MANAGER  
**SUBJECT:** IMACS, MAC MINI, AND MONITORS  
**DATE:** FEBRUARY 9, 2015  
**CC:**

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The Golden Rain News relies on eight iMac computers to publish the weekly newspaper, the Leisure World telephone book and the annual Navigator magazine, which are collectively projected to produce an annualized \$1.05 million in income in 2014 alone. We are completely dependent on our small iMac computers, the majority of which are several years old and were designed to support a far less technologically demanding publishing environment than we face today.

Almost nothing was budgeted for professional-level hardware, software and training until 2013, and even that relatively modest amount was deeply drawn upon in July 2014 to replace a single editorial iMac that had been failing for more than a year. Had we not replaced that single machine at the very last minute, our editorial output would have been cut by more than 30%. The disparity in our iMacs' power and reliability is now so severe that digital files cannot be reliably shared; instead, we are forced to rely on paper printouts, telephones and shouting from the top of the stairs to make the final adjustments to each week's newspaper in an increasingly difficult effort to avoid sending publications to print houses past deadline. Missed deadlines mean substantially increased costs for printing, delivery and distribution, as well as significant delays in getting Golden Rain publications to our Shareholders and advertisers.

The News is now at a critical point in its service to the GRF, and at a time when we are eagerly planning for a major expansion into providing nearly 24/7 publishing of news content and digital images to the Leisure World web site, as well as spearheading an ambitious digital marketing operation while still maintaining our high editorial, advertising and production standards, almost none of our iMacs are capable of running even the most basic operating systems and production software required to consistently execute any of the initiatives to which we are committed in 2014 and beyond.

These new iMacs are the professional tools that will allow The News to serve GRF's considerable communications needs with greater efficiency and accuracy, reduced risk of

production failures and the high-level creativity and technological skills necessary to succeed in an exponentially more competitive marketplace than ever before.

The purchase will include 4 Mac machines, 4 monitors, 2 storage drives, and server software. The media manager and section editors will receive the new machines. Two machines purchased in 2013 will be displaced by this purchase and reallocated to advertising staff, effectively replacing all machines older than 8 years. Storage drives and server software will address workstation and file backup needs in the News Department. Quotes were received from Apple, \$11,717.08, and Dell, \$1,381.28, for a total of \$13,098.36.

The 2015 News Department Capital Acquisition Budget has available funds set aside in the amount of \$11,079 for the purchase of hardware and software.

Action by the Committee to recommend the Board consider the purchase of new machines, monitors, storage drives and server software for the GRF News Department, for the amount of \$13,098.36.



**Quote:**  
167106373 - 2201950586

**Date:**  
Friday, February 6, 2015

**Valid until:**  
Saturday, February 28, 2015

**Prepared for:**  
ACCOUNTS PAYABLE  
Golden Rain Foundation  
PO BOX 3519  
SEAL BEACH, California 90740-7519  
562-4316586x340  
stevep@lwsb.com  
Customer ID: 132507504

**Ship to:**  
Golden Rain Foundation  
13531 SAINT ANDREWS DR  
SEAL BEACH, California 90740-4701  
562-4316586x340

**Prepared by:**  
David Ewing  
Apple Business  
1-949-629-9720  
fashionislandbusiness@apple.com

Product / Description	Qty	Price	Total
<b>MAC MINI/2.8GHZ/8GB/1TB FUSION-USA</b> MGEQ2LL/A  <b>Configuration:</b> 2.8GHz Intel Dual-Core Core i5 8GB 1600MHz LPDDR3 SDRAM - 2x4GB 1TB Fusion Drive Intel Iris Graphics User's Guide (English)	2	\$939.00	<b>\$1,878.00</b>
<b>APP FOR MAC MINI</b> S2970LL/A	2	\$89.00	<b>\$178.00</b>
<b>IMAC 27"/QC/</b> Z0PG  <b>Configuration:</b> 3.5GHz Quad-core Intel Core i7, Turbo Boost up to 3.9GHz NVIDIA GeForce GTX 780M 4GB GDDR5 32GB 1600MHz DDR3 SDRAM - 4x8GB 3TB Fusion Drive Magic Mouse Apple Wireless Keyboard (English) / User's Guide (English)	2	\$3,101.00	<b>\$6,202.00</b>
<b>APP FOR IMAC</b> S3134LL/A	2	\$152.00	<b>\$304.00</b>
<b>APPLE USB SUPERDRIVE-ZML</b> MD564ZM/A	2	\$71.00	<b>\$142.00</b>
<b>MBP 15.4/2.2GHZ/16GB/256GB FLASH-USA</b> MGXA2LL/A  <b>Configuration:</b> 2.2GHz Quad-core Intel Core i7, Turbo Boost up to 3.4GHz 16GB 1600MHz DDR3L SDRAM 256GB PCIe-based Flash Storage Intel Iris Pro Graphics Backlit Keyboard (English) / User's Guide (English)	1	\$1,879.00	<b>\$1,879.00</b>
<b>APP FOR MACBOOK PRO</b> S3137LL/A	1	\$314.00	<b>\$314.00</b>
<b>Subtotal</b>			<b>\$10,897.00</b>

Estimated Tax	\$808.08
Eco Fee	\$12.00
<b>Estimated Total (USD)</b>	<b>\$11,717.08</b>

#### Terms and Conditions

This is a quote invoice, not a receipt of purchase. The applicable sales tax and any additional surcharges (such as recycling fees) are subject to verification and will be reflected on your final invoice.

Product availability and pricing are subject to change without notification. The configurations and pricing noted in this quote are generally valid for up to 30 days, and are specifically intended for purchase by the entity indicated above. Quotes that reflect promotional or special sales event discounts are valid only for the duration of the promotion or special sales event.

Consideration for business pricing is made based on the type of product, the quantity and the availability of the products ordered. For further information regarding this proposal, please contact your Apple Business Team. Our full sales and refund terms and conditions can be found at <http://www.apple.com/legal/sales-support/>.

Apple Business | [www.apple.com/business](http://www.apple.com/business) | 1-800-854-3680



# Quote 1018871337995.1

## GOLDEN RAIN FOUNDATION

Salesperson	Quote Details	Billing Details
<b>Salesperson Name</b> Constance Roberson	<b>Quote Date</b> 02/09/2015	<b>Company Name</b> GOLDEN RAIN FOUNDATION
<b>Salesperson Email</b> Constance_Roberson@DELL.com	<b>Quote Validity</b> 03/11/2015	<b>Customer Number</b> 5321354
<b>Salesperson Phone</b> 18009993355	<b>Solution ID</b> -	<b>Phone Number</b> 1(562) 431-6586
<b>Salesperson Extension</b> 5133863		<b>Address</b> PO BOX 2069 SEAL BEACH US

### Price Summary

Description	Quantity	Unit Price	Subtotal Price
Dell UltraSharp 24 Monitor - U2414H with 3 Year Warranty	4	\$305.99	\$1,223.97
		<b>Subtotal</b>	<b>\$1,223.97</b>
		<b>Tax</b>	<b>\$102.32</b>
		<b>Shipping and Handling</b>	<b>\$54.99</b>
		<b>Environmental Fee</b>	<b>\$0.00</b>
		<b>Total</b>	<b>\$1,381.28</b>

Note: All tax quoted above is an estimate; final taxes will be listed on the invoice.

Dear Customer,

Your quote is detailed below; please review the quote for product and information accuracy. If you find errors or desire changes, please contact me as soon as possible.

Regards,  
Constance Roberson

## Product Details

### Shipping Details

### Product Price Details

Shipping Contact: STEVE PEREZ  
 Shipping Phone No: 1(512) 513-2308  
 Shipping via: Standard Ground  
 Shipping Address: 13531 SAINT ANDREWS DR  
 SEAL BEACH  
 CA 90740-4700  
 US

Subtotal \$1,223.97  
 Tax \$102.32  
 Shipping and Handling \$54.99  
 Environmental Fee \$0.00  
 Total \$1,381.28

Description	Quantity	Unit Price	Subtotal Price
Dell UltraSharp 24 Monitor - U2414H with 3 Year Warranty	4	\$305.99	\$1,223.97

Estimated Delivery Date: 02/18/2015

U2414H3	Dell UltraSharp 24 Monitor - U2414H with 3 Year Warranty	4	-	-
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## Important Notes

### Terms of Sale

This quote is valid for 30 days unless otherwise stated. Unless you have a separate written agreement with Dell that specifically applies to this order, your order will be subject to and governed by the following agreements, each of which are incorporated herein by reference and available in hardcopy from Dell at your request:

If this purchase is for your internal use only: Dell's Commercial Terms of Sale (<http://www.dell.com/CTS>), which incorporate Dell's U.S. Return Policy ([www.dell.com/returnpolicy](http://www.dell.com/returnpolicy)) and Warranty ([www.dell.com/warrantyterms](http://www.dell.com/warrantyterms)).

If this purchase is intended for resale: Dell's Reseller Terms of Sale ([www.dell.com/resellerterms](http://www.dell.com/resellerterms)).

If this purchase includes services: in addition to the foregoing applicable terms, Dell's service contracts and related service terms ([www.dell.com/servicecontracts/global](http://www.dell.com/servicecontracts/global)).

If this purchase includes software: in addition to the foregoing applicable terms, your use of the software is subject to the license terms accompanying the software, and in the absence of such terms, then use of the Dell-branded application software is subject to the Dell End User License Agreement - A Version ([www.dell.com/AEULA](http://www.dell.com/AEULA)) and use of the Dell-branded system software is subject to the Dell End User License Agreement - S Version ([www.dell.com/SEULA](http://www.dell.com/SEULA)).

You acknowledge having read and agree to be bound by the foregoing applicable terms in their entirety. Any terms and conditions set forth in your purchase order or any other correspondence that are in addition to, inconsistent or in conflict with, the foregoing applicable online terms will be of no force or effect unless specifically agreed to in a writing signed by Dell that expressly references such terms.

### Pricing, Taxes, and Additional Information

All product, pricing, and other information is valid for U.S. customers and U.S. addresses only, and is based on the latest information available and may be subject to change. Dell reserves the right to cancel quotes and orders arising from pricing or other errors. Sales tax on products shipped is based on your "Ship To" address, and for software downloads is based on your "Bill To" address. Please indicate any tax-exempt status on your PO, and fax your exemption certificate, including your Customer Number, to the Dell Tax Department at 800-433-9023. Please ensure that your tax-exemption certificate reflects the correct Dell entity name: Dell Marketing L.P. Note: All tax quoted above is an estimate; final taxes will be listed on the invoice. If you have any questions regarding tax please send an e-mail to [Tax\\_Department@dell.com](mailto:Tax_Department@dell.com).

For certain products shipped to end-users in California, a State Environmental Fee will be applied to your invoice. Dell encourages customers to dispose of electronic equipment properly.

GOLDEN RAIN  
*foundation*  
SEAL BEACH

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**MEMO**

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**TO:** COMMUNICATIONS COMMITTEE  
**FROM:** RANDY ANKENY, EXECUTIVE DIRECTOR  
**SUBJECT:** SEAL BEACH CENTENNIAL  
**DATE:** FEBRUARY 9, 2015  
**CC:** FILE

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For the Communications Committee review and approval:

The city of Seal Beach will be holding its centennial celebration this year and is working with us on this important milestone. As our community represents one third of the city I'm seeking committee approval to run a half page advertisement in the Centennial Souvenir Program at a cost of \$500.

This advertisement would be more in the way of general marketing piece for the community.



# Seal Beach Centennial Souvenir Program

## Seal Beach Centennial Events Souvenir Program

This commemorative celebration program will feature history, information, photos and stories of the City of Seal Beach.

Advertisements:

Full page ad \$1000

Half page ad \$500

Quarter page ad \$250

Business card \$125

*Yes, I would like to help!*

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ E-mail address: \_\_\_\_\_

I would like to help by purchasing the following size advertisement in the commemorative celebration program:

Full page (\$1000)     Half page (\$500)     Quarter page (\$250)     Business card (\$125)

Please make checks payable to: City of Seal Beach (Centennial) and mail or deliver to: City Hall  
Attn: Centennial Treasurer, 211 Eighth Street, Seal Beach, CA 90740

Tax ID# 95-6000794

**Need more information?**

Contact Scott Weir, chairman at (562) 773-8099 or [scottweir@roadrunner.com](mailto:scottweir@roadrunner.com)  
Craig Powell at (909) 730-6243 or [crpowell223@gmail.com](mailto:crpowell223@gmail.com)