



COMMUNICATIONS COMMITTEE MINUTES
February 12, 2015

The regular meeting of the Communications Committee, held on Thursday, February 12, 2015, was called to order at 1:00 p.m. by Chair Bolton in the Administration Conference Room.

ROLL CALL

Present: Mr. T. Bolton, Chair
Mr. L. Blake
Mr. P. Hood
Mrs. J. Reed
Ms. P. Snowden
Mrs. M. Wood (arrived 1:20 p.m.)
Ms. R. Winkler, Ex-Officio

Absent: Mr. L. Krieger

Staff and Guests: Mr. R. Ankeny, Executive Director
Mr. D. Cox, Media Manager
Mr. S. Perez, ITS Manager
Ms. R. Smith, Human Resources Director
Ms. J. Wooten, Classified *Golden Rain News*
Mr. J. DeMarco, GRF Representative, Mutual Two
Ms. L. Stone, GRF Representative, Mutual Three
Mr. B. Lukoff, GRF Representative, Mutual Fourteen
Mr. P. Moore, GRF Representative, Mutual Seventeen
Four Foundation Members

MINUTES

Chair Bolton declared the minutes of the regular meeting of January 8, 2014, approved as printed.

CHAIR'S ANNOUNCEMENTS

The Chair stated that in accordance with California Civil Code Section 4090, please be advised that a quorum of the Golden Rain Foundation (GRF) Board of Directors is present at today's posted meeting. The business of the Communications Committee will be conducted in accordance with the agenda. As a quorum of the Board is present, this meeting will be conducted as a committee meeting *and* a Board meeting. 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 four minutes, as set forth in Policy 5610, Participation by Foundation Members. The minutes of today's Board meeting will be presented to the Board for approval following the approval of the committee meeting minutes in March.

STAFF REPORTS

Media Manager

The Media Manager provided an update on the typo campaign and the sponsorship of the game page.

Executive Director

The Executive Director and Staff presented the 2015 Capital Acquisition Plan to the Committee for consideration on the priority to purchase the items. The first priority chosen was a Macintosh backup server and the second priority were Dell workstation monitors.

After discussion, Mrs. Reed MOVED, seconded by Ms. Snowden and carried unanimously –

TO recommend the GRF Board accept the 2015 prioritized capital acquisition plan as presented.

COMMENT PERIOD

Foundation Member Comments

Foundation members spoke on the operating cost for the newspaper, competition with the Sun Newspaper, capital request, the improved appearance of the newspaper, the inbox and deadline for typo, and vetting advertisers.

Committee Member Comments

Committee members spoke on the overall appearance of the newspaper, the competition with the Sun Newspaper and the sponsorship of the game page.

UNFINISHED BUSINESS

Website Sub-Committee

Discussion was held regarding the creation of a Website Sub-Committee. The Chair appointed Ms. Stone as Chair.

Mission Statement

The Media Manager presented a revised Mission Statement to the committee members. After discussion, the Committee concurred to accept the Mission Statement as amended.

NEW BUSINESS

News Department Hardware Refresh

The 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 \$11,079.00 for the purchase of hardware and software.

Mr. Hood MOVED, seconded by Mrs. Reed and carried unanimously –

TO recommend the GRF 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.

Mr. Blake MOVED, seconded by Mrs. Reed –

TO amend the motion to include funding that will come from the 2015 Capital Reserves budget.

The motion, as amended, passed unanimously.

Seal Ad Centennial Celebration Advertisement


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, the Executive Director requested approval to run a half page advertisement in the Centennial Souvenir Program at a cost of \$500.00.

After discussion Mr. Blake MOVED, seconded by Mrs. Reed and carried unanimously –
TO approved the expenditure of \$1,000.00 to place a full page
advertisement in the Centennial Souvenir Program.

ADJOURNMENT

The next monthly meeting will be held on Thursday, March 12, 2015.

The meeting was adjourned at 2:25 p.m.



Tim Bolton, Chair
COMMUNICATIONS COMMITTEE
MM 3.11.15

MOTIONS

- Chair Bolton declared the minutes of the regular meeting of March 12, 2015, approved as printed.
- The Committee concurred to accept the Mission Statement as amended.
- **TO** recommend the GRF Board accept the 2015 prioritized capital acquisition plan as presented.
- **TO** recommend the GRF 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. **TO** amend the motion to include funding that will come from the 2015 Capital Reserves budget.
- **TO** approved the expenditure of \$1,000.00 to place a full page advertisement in the Centennial Souvenir Program.