



COMMUNICATIONS COMMITTEE MINUTES
March 12, 2015

The regular meeting of the Communications Committee, held on Thursday, March 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	Mrs. J. Reed
	Mr. L. Blake	Ms. P. Snowden
	Mr. P. Hood	Mrs. M. Wood
	Mr. L. Krieger	Ms. R. Winkler, Ex-Officio
Staff and Guests:	Mr. R. Ankeny, Executive Director	
	Mr. D. Cox, Media Manager	
	Mr. S. Perez, ITS Manager	
	Ms. J. Wooten, Classified <i>Golden Rain News</i>	
	Mr. J. DeMarco, GRF Representative, Mutual Two	
	Ms. L. Stone, GRF Representative, Mutual Three	
	Mr. B. Lukoff, GRF Representative, Mutual Fourteen	
	Four Foundation Members	

MINUTES

Chair Bolton declared the minutes of the regular meeting of February 12, 2015, 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 April.

STAFF REPORTS

Media Manager

The Media Manager provided an update on the typo campaign and the February variance report. He will report to the Committee next month on the negative variance.

Executive Director

The Executive Director spoke on Policy 2810, Community Submissions.

COMMENT PERIOD

Foundation Member Comments

Foundation members spoke on Letters to the Editor, and the Seal Beach Centennial Brick Program.

Committee Member Comments

Committee members spoke on the overall appearance of the newspaper and the Seal Beach Centennial Brick Program.

UNFINISHED BUSINESS

Constant Contact

The Media Manager provided an update on Constant Contact.

Golden Age Foundation Website Development

The Golden Age Foundation (GAF) President requested more information be provided on the Leisure World website. After discussion, the Media Manager will donate his own personal time on assisting the GAF with developing and establishing a website. In addition, a link will be provided on the Leisure World website to the GAF website.

The Chair called for a break at 2:30 p.m. The meeting resumed at 2:40 p.m.

NEW BUSINESS

Policy Review

The Executive Director and Staff discussed policies 2810; Community Submissions, 2811; Coverage of Candidates Running for Public Office, 2825; Special Columns and 2840; News Stories. After discussion, the Committee concurred to forward the policies for review and amendment to the Policy Re-Write Sub-Committee.

WEBSITE SUB-COMMITTEE REPORT

Ms. Stone provided a report on the Website Sub-Committee. The members met on April 6, 2015 and discussed the assessment of the current website, changes going forward, resources, user friendly, and providing the newspaper in foreign languages.

ADJOURNMENT

The next monthly meeting will be held on Thursday, April 9, 2015.

The meeting was adjourned at 2:52 p.m.



Tim Bolton, Chair
COMMUNICATIONS COMMITTEE
MM 4.8.15

MOTIONS

- Chair Bolton declared the minutes of the regular meeting of February 12, 2015, approved as printed.

ACTIONS

- Forward policies 2810; Community Submissions, 2811; Coverage of Candidates Running for Public Office, 2825; Special Columns and 2840; News Stories for review and amendment to the Policy Re-Write Sub-Committee