



COMMUNICATIONS COMMITTEE MINUTES
April 9, 2015

The regular meeting of the Communications Committee, held on Thursday, April 9, 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	Ms. R. Winkler, Ex-Officio

Absent: Mr. L. Krieger
Mrs. M. Wood

Staff and Guests: Mr. R. Ankeny, Executive Director
Mr. D. Cox, Media Manager
Mr. S. Perez, ITS Manager
Ms. J. Wooten, Classified *Golden Rain News*
Ms. L. Stone, GRF Representative, Mutual Three
Three Foundation Members

MINUTES

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

FOUNDATION MEMBER COMMENTS (AGENDA ITEMS ONLY)

Foundation members commented on Policy 2810, Community Submissions and the new GRF logo.

CORRESPONDENCE

Correspondence was received form the Chair of the Re-Write Policy Sub-committee to add the cost center on policies. The Committee members concurred to place the cost center on policies, as requested.

Correspondence was also received regarding the rumors about continents being removed from the Globe and policies not being enforced.

STAFF REPORTS

Media Manager

The Media Manager's report is attached at the end of the minutes.

Policy Recommendations

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

TO forward Policy 2810, Community Submissions to the Rewrite Sub-Committee with staff recommendations for amendment.

Mr. Blake MOVED, seconded by Mr. Hood –

TO establish a six month moratorium on Letters to the Editor and Member Column. Letters received in the News department will be forwarded to the respective Committees to address at Committee level.

The motion passed with two no votes (Snowden and Reed).

Executive Director

The Executive Director spoke on bus advertising rotating every three months.

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.

NEW BUSINESS

Community Map

The Executive Director reported the Community map will now be under the purview of the News department.

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

TO add the GRF logo to the Community map.

Navigator Timeline

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

TO not proceed with producing the Navigator.

WEBSITE SUB-COMMITTEE REPORT

Ms. Stone provided a report on the Website Sub-Committee. The members met on April 6, 2015 and discussed adding the GRF logo, Internet Service Providers and Content Management System.

ADJOURNMENT

The next monthly meeting will be held on Thursday, May 14, 2015.

The meeting was adjourned at 3:02 p.m.



Tim Bolton, Chair
COMMUNICATIONS COMMITTEE
MM 5.13.15

MOTIONS

- Chair Bolton declared the minutes of the regular meeting of March 12, 2015, approved as printed;
- **TO** forward Policy 2810, Community Submissions to the Rewrite Sub-Committee with staff recommendations for amendment;
- **TO** establish a six month moratorium on Letters to the Editor and Member Column. Letters received in the News department will be forwarded to the respective Committees to address at Committee level. The motion passed with two no votes (Snowden and Reed);
- **TO** add the GRF logo to the Community map;
- **TO** not proceed with producing the Navigator.

ACTIONS

Advertising rotating every three months;
Community map will now be under the purview of the News department;

Budget Variance Report - February 2015

Dept Name - CC 36

GL Code	Account Description	YTD Variance	Explanation
5731500-36	Display Advertising	(13,761)	Lower and slower demand than expected; fewer aged receivables to take advantage of credit-card resolution.
5732500-36	Telephone Book Advertising	(30,003)	Substantially lower advertiser demand, continuing annual downward trend.
Total Explained Variances (43,764)			

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Feb Actuals	Feb Budget	Budget Variance	Acct #	Description	Y-T-D Actual	Y-T-D Budget	Budget Variance	Annual Budget
Expenses - News								
29,739	29,409	(330)	610000 36	Salaries & Wages - News	62,933	61,758	(1,175)	383,790
3,125	2,645	(480)	610100 36	Commissions - News	6,575	5,557	(1,018)	34,517
2,918	3,051	133	614000 36	Employment Taxes - News	6,220	6,972	752	32,613
1,187	1,260	93	614200 36	Workers' Compensation - News	2,333	2,523	190	11,787
4,192	4,854	662	614300 36	Group Insurance - Medical - News	8,383	9,708	1,325	58,248
107	110	3	614330 36	Group Insurance - Dental - News	214	219	5	1,319
54	61	7	614350 36	Group Insurance - Vision - News	109	123	14	733
928	995	68	614400 36	401(k) Match - News	1,832	2,091	259	12,984
102	158	56	614500 36	Group Insurance - Life - News	206	317	111	1,897
97	184	87	614600 36	Long Term Disability Insurance - News	194	374	180	2,214
154	0	(154)	621400 36	Meals & Special Events - News	154	0	(154)	0
0	225	225	621500 36	Mileage - News	0	450	450	2,700
29	105	78	641000 36	Office Supplies - News	119	210	91	1,260
0	200	200	641005 36	Building Supplies - News	0	400	400	2,400
0	50	50	641010 36	Hospitality - News	13	100	87	600
0	100	100	641015 36	Computer Supplies - News	0	200	200	1,200
0	100	100	641020 36	Equipment Expense - News	0	200	200	1,200
1,393	300	(1,093)	641030 36	Printer / Copier Supplies - News	1,490	600	(890)	3,600
404	275	(129)	642010 36	Electricity - News	808	574	(234)	5,100
1,520	200	(320)	643510 36	Bank Service Fees - News	986	400	(586)	2,400
112	125	13	644400 36	Equipment Rental - News	223	245	22	1,495
191	50	(141)	647100 36	Building Repair & Maintenance - News	191	100	(91)	600
0	100	100	647200 36	Equipment Repair & Maintenance - News	0	200	200	1,200
1	67	66	647800 36	Service Contracts - News	33	130	97	890
0	75	75	648100 36	Computer Maintenance & Software - News	0	150	150	900
0	838	838	648200 36	Dues, Memberships & Books - News	0	838	838	5,200
7,113	8,387	1,274	648350 36	Newspaper Distribution - News	16,858	16,091	(767)	97,300
17,218	14,437	(2,779)	648351 36	Newspaper Printing - News	20,483	17,186	(3,297)	150,000
0	0	0	648352 36	Telephone Book Printing - News	0	0	0	20,000
0	0	0	6483525 36	Navigator Book Printing - News	0	0	0	6,400
1,487	1,877	380	673100 36	Property & Liability Insurance - News	2,994	3,751	757	22,521
0	0	0	691000 36	Uncollectible Customer Receivables - New	0	0	0	1,930
0	83	83	695100 36	Non-Budgeted Exp for Committee - News	0	170	170	1,000
71,057	70,321	(736)		Total Expenses	133,361	131,637	(1,724)	869,878
Other Cost Recovery								
30	0	30	538500 36	Other Income - News	173	0	173	0
0	298	(298)	5397100 36	Taxable Interest Income - News	0	420	(420)	2,500
(45)	(133)	88	554100 36	Sales Discounts Net 10 - News	(141)	(270)	129	(1,600)

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Feb Actuals	Feb Budget	Budget Variance	Acct #	Description	Y-T-D Actual	Y-T-D Budget	Budget Variance	Annual Budget
107	0	107	561100 36	Late Charges - News	288	0	288	0
3,928	4,500	(574)	573100 36	Classified Advertising - News	9,222	9,000	222	54,000
56,297	70,000	(13,703)	573150 36	Display Advertising - News	125,239	140,000	(13,761)	840,000
0	1,788	(1,788)	573200 36	Navigator Book Income - News	0	3,570	(3,570)	21,450
63,997	94,000	(30,003)	573250 36	Telephone Book Income - News	63,997	94,000	(30,003)	95,800
124,313	170,363	(46,050)		Total Other Cost Recovery	199,778	246,720	(46,942)	1,012,150
(11,834)	(11,838)	4	533000 36	Income / Refund from Mutuals - News	(23,928)	(23,932)	4	(142,272)
112,479	158,525	(46,046)		Total Cost Recovery	175,850	222,788	(46,938)	869,878
Off Budget Items								
281	0	(281)	811000 36	Depreciation Expense - News	561	0	(561)	0
41,141	88,204	(47,063)		Net Income / (Expense)	41,928	91,151	(49,223)	0