



**COMMUNICATIONS COMMITTEE MINUTES
May 14, 2015**

The regular meeting of the Communications Committee, held on Thursday, May 14, 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	
	Ms. L. Stone, GRF Representative, Mutual Three	
	Mrs. C. Damoci, GRF Representative, Mutual Twelve	
	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 April 9, 2015, approved, as printed.

FOUNDATION MEMBER COMMENTS (AGENDA ITEMS ONLY)

Foundation members commented correspondence attached to the agenda, overall changes with the newspaper and the Community Navigator.

CHAIR'S ANNOUNCEMENTS

The Chair announced this will be the last meeting of the Communications Committee for the 2014-2015 term. The Committee will commence in July.

CORRESPONDENCE

Correspondence was received regarding the recent passing of the GRF Director in Mutual Two and the Memorial that was arranged. After discussion, the committee concurred to have the President publish a column in the paper to thank all of the residents of Leisure World and those whom served on the Board with the Mutual Two Director. In addition, correspondence was received regarding the 2015 telephone directory cover page, the six month moratorium on Letters to the Editor, days of the week inserted along with each date of an event in the newspaper, a biographical feature about the water aerobics instructor, the recent article "Heartbreak to Hope", and notification about patio and estate sales being canceled.

STAFF REPORTS

Media Manager

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

Mr. Blake MOVED, seconded by Mr. Hood –

TO proceed with this year's Navigator and then task 2015-2016 Communications Committee to make a decision on the future of the Navigator and for Staff to not accept any more money for this until issue has been resolved.

The Motion passed with one no vote (Reed).

Executive Director

The Executive Director thanked the Committee members and Chair for all the work they did this term.

UNFINISHED BUSINESS

Amend Policy 2810-36, Community Submissions

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

TO amend policy 2810-36, Community Submissions

NEW BUSINESS

Community Navigator

Discussion was held over the nature of the Community Navigator project, its projected revenue and costs, and the project's editorial differences from the cancelled Navigator magazine.

COMMENT PERIOD

Foundation Member Comments

Foundation members spoke on the image of the phone book, Community Navigator, Policy 2810-36, and Community Submissions.

Committee Member Comments

Committee members spoke on the Community Navigator, the crossword puzzles published in the newspaper, the image on the phone book, and the Chair's leadership.

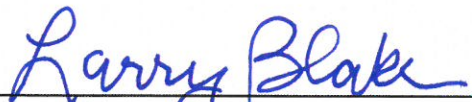
WEBSITE SUB-COMMITTEE REPORT

Ms. Stone provided a report on the Website Sub-Committee. Discussion was held regarding posting and design options.

ADJOURNMENT

The next monthly meeting will be announced in the newspaper.

The meeting was adjourned at 3:03 p.m.



Larry Blake, Chair
COMMUNICATIONS COMMITTEE
MM 7.8.15

MOTIONS

- Chair Bolton declared the minutes of the regular meeting of April 9, 2015, approved as printed;
- **TO** proceed with this year's Navigator and then task 2015-2016 Communications Committee to make a decision on the future of the Navigator and for Staff to not accept any more money for this until issue has been resolved. The Motion passed with one no vote (Reed);
- **TO** amend policy 2810-36, Community Submissions.

Budget Variance Report - April 2015

News Department - CC 36

<u>GL Code</u>	<u>Account Description</u>	<u>YTD Variance</u>	<u>Explanation</u>
6211000-36	Continuing Education	\$ (2,800)	Cost for the lynda.com technology training service was transferred from Dues, Memberships & Books (6482000-36) to Continuing Education, which had a \$0 budget. No further major purchases in this category are expected for the rest of 2015.
6482000-36	Dues, Memberships & Books	\$ (4,888)	The majority of the annual budget for DMB was intended to pay for the Adobe Creative Suite subscription and the Creative Contact subscription, both of which come with substantial discounts if purchased in 12-month, rather than one-month, packages. Both subscriptions were purchased in March with the majority of the 2015 budget for this category. No further major purchases in this category are expected for the rest of 2015.
5731500-36	Display Advertising - News	\$ (28,727)	We continue to be affected by a slower than expected advertising market to date in 2015, as well as an over-optimistic 2014 projected revenue increase of 10% over 2013. The 2015 projection (a 1% increase over 2014) did not adjust for this and consequently amounted to an enormous 11% increase over 2013.
5732000-36	Navigator Book Income - News	\$ (7,146)	When the Navigator publication was cancelled by the Communications Committee in March, all sales were stopped to avoid any additional potential refunds to advertisers. When Community Navigator was approved several weeks later, sales resumed with the original Navigator revenue included in the Community Navigator sales performance estimates. As of May 8, however, an estimated \$23,000 in advertising had been sold.
5732500-36	Telephone Book Advertising	\$ (30,003)	Substantially lower advertiser demand, continuing annual downward trend.
	Total Explained	\$ (65,876)	