



COMMUNICATIONS COMMITTEE MINUTES

November 13, 2014

The regular meeting of the Communications Committee, held on Thursday, November 13, 2014, 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	Mr. R. Ankeny, Executive Director	
Guests:	Mr. D. Cox, Media Manager	
	Ms. J. Wooten, Classified <i>Golden Rain News</i>	
	Three Foundation Members	

MINUTES

The Chair called for the approval of the Communication Committee meeting minutes of October 9, 2014.

Mrs. Wood MOVED, seconded by Mrs. Reed and carried unanimously –

TO approve the minutes of the regular meeting of October 9, 2014.

STAFF REPORTS

Media Manager

The Media Manager reported on the budget variance report and answered members' questions.

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

COMMENT PERIOD

Committee Member Comments

Committee members spoke on the overall appearance of the newspaper, up to date government listing page, the website, and the recent published front page picture of the globe.

Foundation Member Comments

Foundation members spoke on the newspaper being published earlier, policies being adhered to, who is responsible for publication of Letters to the Editor, Leisure World phonebook and how the *Golden Rain News* reaches other cities and residents.

UNFINISHED BUSINESS

Website Revision

The Media Manager and staff provided an update on the website revision.

The Chair called for a break at 2:18 p.m.

The Chair resumed the meeting at 2:24 p.m.


Mission Statement

The Media Manger presented a revised Mission Statement to the committee members. After discussion, the committee concurred the Mission Statement should be shortened and will be placed on the agenda at the next regular monthly meeting.

ADJOURNMENT

The next monthly meeting will be held on Thursday, December 11, 2014.

The meeting was adjourned at 2:46 p.m.



Tim Bolton, Chair
COMMUNICATIONS COMMITTEE
MM 12.31.14

MOTIONS

- **TO** approve the minutes of the regular meeting of October 9, 2014.

ACTIONS

- The Media Manager will revise the Mission Statement and bring back to the Committee for review.

Golden Rain Foundation
Budget Comparison Report
News Department - CC 36
For the Ten Months Ending October 31, 2014

October			YTD				
Actual	Budget	Budget Variance	G/L Number	Description	Actual	Budget	Budget Variance
Expenses							
\$33,606	\$32,043	(\$1,563)	61000	Salaries & Wages	\$315,647	\$320,424	\$4,777
5,560	6,073	513	61010	Commissions	38,532	60,728	22,196
3,348	3,202	(146)	61400	Payroll Taxes	29,691	32,016	2,325
89	91	2	61420	Workers Compensation	5,700	6,434	733
3,296	6,209	2,913	61430	Group Insurance Medical	43,710	62,086	18,376
26	135	109	61433	Group Insurance - Dental	1,500	1,352	(148)
43	94	51	61435	Group Insurance - Vision	703	944	241
1,305	1,106	(199)	61440	Retirement Fund	11,590	11,056	(534)
104	96	(8)	61450	Group Insurance - Life	1,031	963	(68)
97	178	81	61460	Long Term Disability Insurance	1,145	1,784	639
489	886	397	64100	Materials & Supplies	6,615	8,858	2,243
612	441	(171)	64200	Electricity	5,189	4,415	(774)
	200	200	64280	Telephone	629	2,000	1,371
444		(444)	64350	Bank Service Fees	1,946		(1,946)
112	150	38	64440	Equipment Rental	970	1,500	530
55	50	(5)	64720	Building Repair & Maintenance	55	500	445
8,618	8,000	(618)	64740	Newspaper Distribution	77,192	80,000	2,808
			64760	Computer Maint. & Software	18		(18)
	50	50	64810	Continuing Education	75	500	425
	267	267	64820	Mileage	545	2,666	2,121
270	196	(74)	64830	Dues & Memberships	1,652	1,958	306
42		(42)	64860	Postage	268		(268)
(7)	183	190	64880	Uncollectible Accts/Misc. W/O's	49	1,830	1,781
17,221	11,667	(5,554)	64930	Printing - Newspaper	139,294	116,666	(22,628)
			64931	Telephone Book Printing	20,318	19,900	(418)
			64932	Navigator Printing	8,705	6,350	(2,355)
			64940	Service Contracts	445		(445)
62	100	(62)	67200	State & Federal Taxes		1,000	1,000
1,564	1,130	(434)	67300	Hazard & Liability Insurance	15,640	11,301	(4,339)
281	194	(87)	81000	Depreciation	2,922	1,942	(980)
77,236	72,741	(4,494)		Total Expenses	731,778	759,173	27,395
Other Cost Recovery							
41	100	(59)	5385...	Other Income	759	1,000	(241)
14		14	55100	Taxable Interest Income	2,340		2,340
(168)		(168)	55400	Discounts Earned	(1,305)		(1,305)
96,092	69,217	26,875	59105	News - Display Advertising	672,010	692,166	(20,156)
5,999	4,500	1,499	59300	News - Classified Advertising	43,961	45,000	(1,039)
			59455	News - Telephone Book	76,019	95,800	(19,781)
			59460	News - Navigator Book Income	26,766	21,450	5,316
\$101,978	\$73,817	\$28,161		Total Other Cost Recovery	\$820,550	\$855,416	(\$34,866)
(8,200)	(8,200)		53300	Trust Admin. Cost Recovery	(82,000)	(81,995)	(5)
93,778	65,617	28,161		Total Cost Recovery	738,550	773,421	(34,871)
Off Budget Items							
16,542	(7,124)	23,666		Net Income / (Expenses)	6,772	14,248	(7,476)

For Cost Center 36 there is a positive variance to budget of \$23,666 for the month of October, 2014. The variance is due to the following:

- a. A \$26,875 positive variance for Display Advertising and a \$1,499 positive variance for Classified/Over-the-Counter Advertising in October. The primary drivers were additional income from:
 - Medicare Open Enrollment advertising
 - Political advertising
 - Minibus schedule advertising
 - Oct.-Dec. are traditionally high-income months
- b. A \$5,554 negative variance for the cost of printing the newspaper in October. The primary drivers were
 - Additional editorial pages (an average of four pages per issue) held for late submissions
(Note: these pages have not been regularly used, and so we're stopping w/11/20 issue)
 - Since the late-submission pages tended to push an issue to 40 pages, delivery costs also increased by \$618 for October, 2014.