



COMMUNICATIONS COMMITTEE MINUTES
January 8, 2015

The regular meeting of the Communications Committee, held on Thursday, January 8, 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 (arrived 1:21 p.m.)	Ms. R. Winkler, Ex-Officio
Staff and	Mr. R. Ankeny, Executive Director	
Guests:	Mr. D. Cox, Media Manager	
	Mr. S. Perez, ITS Manager	
	Ms. J. Wooten, Classified <i>Golden Rain News</i>	
	One Foundation Member	

MINUTES

Chair Bolton declared the minutes of the regular meeting of November 13, 2014, approved as printed.

CHAIR'S ANNOUNCEMENTS

The Chair announced, with the consensus of the committee, to remove "Website Revision" from the agenda, item "a", under Unfinished Business for legal review and will place on the agenda at the next regular monthly meeting.

STAFF REPORTS

Media Manager

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

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

Executive Director

The Executive Director reported he has tasked the Media Manager to run a series of articles on the functions of the Golden Rain Foundation (GRF) Committees and the GRF Board of Directors.

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

A Foundation member spoke on developing controversy in the newspaper.

Committee Member Comments

Committee members spoke on the recent traffic incident in Mutual Two and the placement of the Government and Mutual meetings in the newspaper.

UNFINISHED BUSINESS

Mission Statement

The Media Manager presented a revised Mission Statement to the committee members. After discussion, the Committee concurred to place on the agenda at the next regular monthly meeting.

NEW BUSINESS

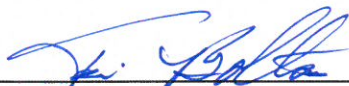
Presentation of Newspaper Production Process

The Media Manager gave a demonstration of the production and timeline of the newspaper.

ADJOURNMENT

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

The meeting was adjourned at 2:24 p.m.



Tim Bolton, Chair
COMMUNICATIONS COMMITTEE
MM 1.27.15

MOTIONS

- Chair Bolton declared the minutes of the regular meeting of November 13, 2014, approved as printed.

ACTIONS

- The Media Manager will revise the Mission Statement and place on the February agenda.
- Website Revision – The Committee expects to resume discussions/actions on the February agenda.

Golden Rain Foundation
Budget Comparison Report
News Department - CC 36
For the Eleven Months Ending November 30, 2014

INTERNALLY PREPARED
 FOR MANAGEMENT USE ONLY

<u>November</u>			<u>YTD</u>			<u>Annual</u>			
Actual	Budget	Budget Variance	G/L Number	Description	Actual	Budget	Budget Variance	Annual Budget	Unused Budget
<i>Expenses</i>									
\$29,597	\$32,043	\$2,446	61000	Salaries & Wages	\$345,244	\$352,467	\$7,223	\$384,510	\$39,266
4,772	6,073	1,301	61010	Commissions	43,304	66,801	23,497	72,874	29,570
2,463	3,202	739	61400	Payroll Taxes	32,154	35,218	3,064	38,420	6,266
89	91	2	61420	Workers Compensation	5,789	6,525	736	6,616	827
4,192	6,209	2,017	61430	Group Insurance Medical	47,902	68,295	20,393	74,504	26,602
107	135	28	61433	Group Insurance - Dental	1,607	1,487	(120)	1,622	15
54	94	40	61435	Group Insurance - Vision	758	1,038	280	1,132	374
984	1,106	122	61440	Retirement Fund	12,574	12,162	(412)	13,268	694
104	96	(8)	61450	Group Insurance - Life	1,135	1,059	(76)	1,155	20
97	178	81	61460	Long Term Disability Insurance	1,242	1,962	720	2,140	898
722	886	165	64100	Materials & Supplies	7,337	9,744	2,407	10,630	3,293
299	441	142	64200	Electricity	5,489	4,856	(633)	5,297	(192)
(70)	200	270	64280	Telephone	558	2,200	1,642	2,400	1,842
827		(827)	64350	Bank Service Fees	2,774		(2,774)		(2,774)
112	150	38	64440	Equipment Rental	1,081	1,650	569	1,800	719
1,850	50	(1,800)	64720	Building Repair & Maintenance	1,905	550	(1,355)	600	(1,305)
9,277	8,000	(1,277)	64740	Newspaper Distribution	86,469	88,000	1,531	96,000	9,531
			64780	Computer Maint. & Software	18		(18)		(18)
	50	50	64810	Continuing Education	75	550	475	600	525
124	267	143	64820	Mileage	670	2,933	2,264	3,200	2,531
387	196	(191)	64830	Dues & Memberships	2,039	2,154	115	2,350	311
			64860	Postage	268		(268)		(268)
	183	183	64890	Uncollectible Accts/Misc W/Os	49	2,013	1,964	2,196	2,147
14,837	11,667	(3,170)	64930	Printing - Newspaper	154,131	128,333	(25,798)	140,000	(14,131)
			64931	Telephone Book Printing	20,318	19,900	(418)	19,900	(418)
			64932	Navigator Printing	8,705	6,350	(2,355)	6,350	(2,355)
61		(61)	64940	Service Contracts	507		(507)		(507)
	100	100	67200	State & Federal Taxes		1,100	1,100	1,200	1,200
1,564	1,130	(434)	67300	Hazard & Liability Insurance	17,204	12,432	(4,772)	13,561	(3,643)
281	194	(87)	81000	Depreciation	3,203	2,136	(1,067)	2,330	(873)
72,728	72,741	13		Total Expenses	804,506	831,914	27,408	904,655	100,149
<i>Other Cost Recovery</i>									
20	100	(80)	5385...	Other Income	779	1,100	(321)	1,200	(421)
176		176	55100	Taxable Interest Income	2,516		2,516		2,516
(49)		(49)	55400	Discounts Earned	(1,354)		(1,354)		(1,354)
68,477	69,217	(740)	59105	News - Display Advertising	740,487	761,383	(20,896)	830,600	(90,113)
3,290	4,500	(1,210)	59300	News - Classified Advertising	47,251	49,500	(2,249)	54,000	(6,749)
			59455	News - Telephone Book	76,019	95,800	(19,781)	95,800	(19,781)
			59460	News - Navigator Book Income	26,766	21,450	5,316	21,450	5,316
\$71,914	\$73,817	(\$1,903)		Total Other Cost Recovery	\$892,464	\$929,233	(\$36,769)	\$1,003,050	(\$110,586)
(8,200)	(8,200)		53300	Trust Admin. Cost Recovery	(90,200)	(90,195)	(5)	(98,395)	8,195
63,714	65,617	(1,903)		Total Cost Recovery	802,264	839,038	(36,774)	904,655	(102,391)
<i>Off Budget Items</i>									
(9,014)	(7,124)	(1,890)		Net Income / (Expenses)	(2,242)	7,124	(9,366)		(2,242)

Budget Variance Report - YTD, as of November 2014
The News - CC 36

<u>GL Code</u>	<u>Jenark Code</u>	<u>Account Description</u>	<u>YTD Variance</u>	<u>Explanation</u>
64930	6483515	Newspaper Printing	\$ (25,798)	Higher page counts due to far higher advertising volume than forecast; unbudgeted "B" sections published
59105	5731500	News - Display Advertising	\$ (20,896)	Overly ambitious budgeted 2014 sales targets
64931	5732500	News - Telephone Book	\$ (19,781)	Overly ambitious budgeted 2014 sales targets; numerous regular advertisers dropped out of phone book
59460	5732000	News - Navigator Book Income	\$ 5,316	Regular advertisers stayed with us, and a growing number of new accounts opted in
Total Explained Variances			<u>\$ (61,159)</u>	