

COMMUNICATIONS COMMITTEE MINUTES
January 9, 2014

The regular meeting of the Communications Committee, held on Thursday, January 9, 2014, was called to order at 1:30 p.m. by Chair Coven in the Administration Conference Room, followed by the Pledge of Allegiance.

ROLL CALL

Present: Ms. B. Coven, Chair Ms. K. Rapp
Mr. J. DeMarco Ms. P. Wilson
Mrs. B. Osborne (1:37 p.m.) Mr. M. Michaelides, Ex officio

Absent: Mr. R. Kravitz Mr. L. Krieger

Staff and Mr. R. Ankeny, Executive Director
Guests: Mr. S. Perez, Information Technology Services (ITS) Manager
Ms. L. Stone, GRF Representative, Mutual Three
Ms. R. Winkler, GRF Representative, Mutual Ten
Mr. P. Moore, GRF Representative, Mutual Seventeen
Three Foundation Members

APPROVAL OF THE AGENDA

The members reviewed the agenda. Ms. Rapp MOVED, seconded by Mr. DeMarco and carried unanimously –

TO approve the agenda as published.

MINUTES

The minutes of the regular meeting of December 13, 2013, were approved as printed on MOTION by Ms. Wilson, seconded by Mr. DeMarco, and carried with one abstention (Rapp).

STAFF REPORTS

Executive Director

In the Managing Editor's absence, the Executive Director reported on Aged Receivables data and sales report information. He also reviewed the budget comparison report.

In response to a member's question, the Executive Director said that Policy 5581, News Credit Policy, went into effect January 1, 2014, and letters will be sent out to late-paying advertisers.

After discussion, it was decided that the sales staff and a few Committee members will meet later this month to review sales practices.

ITS Manager

The ITS Manager demonstrated updates to the community website, including the addition of committee page information. He announced an iPad training session for GRF Board members on January 27, 2014. After answering members' questions, the ITS Manager was excused at 2:04 p.m.

COMMENT PERIOD

Foundation Member Comments

Four Foundation members spoke on the raised sales projections for 2014, outdated pictures on the website, sales staff accountability, and the popularity of the Navigator.

CORRESPONDENCE

The members reviewed an item of correspondence from a Mutual One shareholder that wasn't published in Letters to the Editor. Per the Managing Editor, the correspondence was not of general interest to the community. After discussion, the Committee concurred with the Managing Editor's decision and no further action was necessary.

UNFINISHED BUSINESS

Content – Website Committee Report – Betty Coven

The Chair reported that the Website Committee has met a few times to consider improvements to the community website, including the overall appearance of the home page. The members discussed the desired appearance and functionality of the home page. It was noted that the Trust information will be removed from the website in 30 days. The members also discussed the addition of Long Beach Airport, Main Street, Old Ranch Country Club, and The Shops at Rossmoor to the Local Amenities page.

Community – Centenarian Ad hoc Committee Report – Pat Wilson

The Centenarian Ad hoc Committee continues its plans for a celebration in April 2014 to honor GRF members 100 years of age or older. The group has conducted three interviews to date and has ten more ready to be scheduled. Promotion of the event will be a bigger focus in the next few months.

NEW BUSINESS

Policy 2840.3, Delivery and Subscription

The members reviewed Policy 2840.3, Delivery and Subscription, and discussed the need for the *Golden Rain News* to have a monetary value. The members and staff suggested that the policy is unclear in its intent and decided that all media-related policies be reviewed for clarity and applicability.

Policy 2860, Advertising Rules

The members reviewed Policy 2860, Advertising Rates. It was noted that advertising rates were recently reviewed and found to be on target when compared to similar publications.

COMMENT PERIOD, CONTINUED

Committee Member Comments

After discussion, the Committee requested the Executive Director speak with the Recreation Committee regarding the Foundation's policy on prohibiting commercial companies from doing business in the community.

The Chair thanked everyone for their attendance and participation. The next Committee meeting is Thursday, February 13, 2014, at 1:30 p.m. in the Administration Conference Room.

ADJOURNMENT

The meeting was adjourned at 3:22 p.m.

Betty Coven

Betty Coven, Chair
COMMUNICATIONS COMMITTEE
cmk 1.30.14