

COMMUNICATIONS COMMITTEE MINUTES
November 14, 2013

The regular meeting of the Communications Committee, held on Thursday, November 14, 2013, 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
	Mr. R. Kravitz	Mr. M. Michaelides, Ex officio
	Mr. L. Krieger	

Absent: Mrs. B. Osborne

Staff and	Mr. R. Ankeny, Executive Director
Guests:	Mr. D. Saunders, Managing Editor
	Mr. S. Bannon, Pre-Press Production Operator
	Ms. R. Winkler, GRF Representative, Mutual Ten
	Mr. P. Moore, GRF Representative, Mutual Seventeen
	Two Foundation Members

APPROVAL OF THE AGENDA

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

TO approve the agenda as published.

MINUTES

The minutes of the regular meeting of October 10, 2013, were approved as printed on MOTION by Ms. Rapp, seconded by Ms. Wilson, and carried unanimously.

CHAIR'S ANNOUNCEMENTS

The Chair reviewed the general rules for the meeting.

STAFF REPORTS

Managing Editor

The Managing Editor reviewed the Aged Receivables data and reported that as of October 31, 2013, the 90-day receivables were approximately \$4,000. He answered a member's question on the procedure when an advertiser goes bankrupt.

The Managing Editor reported that recent safety articles have been well-received, as well as the “Support Our Advertisers” program.

Executive Director

The Executive Director reported that a full page sheet signed by 200+ staff members will be included in the Thanksgiving edition of the *Golden Rain News*.

Health Care Center (HCC) Administrator Terri Furlow recently asked the Executive Director for GRF members’ addresses in order to conduct a direct mailing. While the addresses can not be provided due to privacy concerns, the Executive Director suggested the Foundation provide an alternative. He suggested the GRF run a two-sided promotional flyer at a total cost of \$175 in exchange for the HCC increasing its advertising in the *News*. After discussion, the Committee concurred with this suggestion, noting the printing of this flyer was a one-time only offer and will be inserted into an upcoming edition of the *News*.

The Filipino Association of Leisure World (FALW) has inquired on publishing information on donating to Typhoon Haiyan relief. The Executive Director said that in consideration of the seriousness of the disaster, he would like to run the information as a public service announcement and waive the advertising charge. After discussion, the members concurred to publish the disaster relief information at no charge.

Toys for Tots information will be printed in future editions of the *News*.

Letters to the Editor are not published for a variety of reasons, including limited space, no signature or questionable content. In the future, all letters that aren’t published will be provided to the Committee for review.

ITS Manager

In the ITS Manager’s absence, the Pre-Press Production Operator reported that the *News* has been accessible to the visually-impaired on the community’s website for a few weeks. Mr. Davis, Mutual Nine shareholder, has assisted with feedback and reports that he is thrilled with the access. Members spoke on the use of accessible areas of the *News* and the difficulties in sharing and reporting this important communications tool.

The Pre-Press Production Operator was excused at 2:00 p.m.

COMMENT PERIOD

Foundation Member Comments

Three GRF members spoke on Toys for Tots drop-off locations, printing the club schedule as often as possible, Planning for Emergency Preparedness, and clubhouse comment boxes.

UNFINISHED BUSINESS

Finances – Report of Sales Calls Spreadsheet

The Committee reviewed the updated sales call spreadsheet and acknowledged the sales team's efforts in acquiring new advertisers purchasing large, colorful ads. Staff answered members' questions.

Finances – Budget Update – discussion only

The members reviewed the budget and year-end financial expectations. The members discussed advertising, variance reports, and the difference in obtaining advertising from local stores vs. large corporations.

News Content – Holiday recipes, drawings, decorating rules, safety articles – response?

Staff reported that shareholders have contributed recipes and other holiday items for publication in the *News*.

Website Content – Website Committee Report – Betty Coven

The members spoke on website content, advertising and the overall appearance of the home page. Three committee members will work with staff on ideas for website expansion and improvement.

Website Content – Constant Contact Contract – discussion only

The Executive Director reviewed the capabilities of the email communication service Constant Contact. He suggested the use of an email blast service in order to maintain better communication with the membership. In response to the Chair's question, the Executive Director said that implementation will take approximately one year.

Community – Centenarian Ad hoc Committee Report – Pat Wilson

The Centenarian Ad hoc Committee continues planning for a celebration in 2014 to honor Foundation members 100 years of age or older. An update will be provided at next month's meeting.

Community – Update on Distribution of Orange County Council on Aging Guide – Ron Kravitz

The Orange County Council on Aging Senior Guide was delivered earlier this morning and is scheduled for delivery to all GRF members over the next three days. In

approximately four weeks, Senior Guide advertisers will be contacted for interest in advertising in the *News*.

NEW BUSINESS

Establish Guideline: Managing Editor has authority to monitor number of submissions from individuals – give others a turn

The members considered a guideline or policy to monitor the number of submissions a shareholder has per issue. After discussion, the members concurred that a policy or guideline wasn't needed and that the Managing Editor has the authority to monitor and handle the situation.

Cost per inch – Advertising rates – are they adequate? – John DeMarco

A Committee member reported on newspaper printing, profit expectations, efficiency and what it costs to run a 36-page newspaper every week. The members spoke at length on the matter.

COMMENT PERIOD, CONTINUED

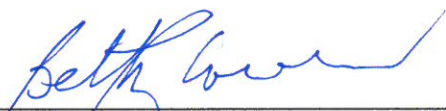
Committee Member Comments

Committee members spoke on reduction in size of advertisements, types of sales promotions and coupons, iPad user guides and rate holders.

The Chair thanked everyone for their attendance and participation. The next Committee meeting is Friday, December 13, 2013, at 1:30 p.m. in Clubhouse Three, Room Six.

ADJOURNMENT

The meeting was adjourned at 3:50 p.m.



Betty Coven, Chair
COMMUNICATIONS COMMITTEE

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