

COMMUNICATIONS COMMITTEE MINUTES
February 13, 2014

The regular meeting of the Communications Committee, held on Thursday, February 13, 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	Mrs. B. Osborne (1:35 p.m.)
	Mr. J. DeMarco	Ms. K. Rapp
	Mr. R. Kravitz	Ms. P. Wilson
	Mr. L. Krieger	
Staff and	Mr. R. Ankeny, Executive Director	
Guests:	Mr. S. Perez, Information Technology Services (ITS) Manager	
	Mrs. D. Martin, Advertising	
	Ms. K. McElwain, Advertising	
	Mrs. C. Merz, Section Editor/Staff Writer	
	Mrs. R. Osborn, Section Editor/Staff Writer	
	Ms. L. Stone, GRF Representative, Mutual Three	
	Mrs. M. Wood, GRF Representative, Mutual Six	
	Ms. R. Winkler, GRF Representative, Mutual Ten	
	Mr. P. Moore, GRF Representative, Mutual Seventeen	
	Two Foundation Members	

APPROVAL OF THE AGENDA

Ms. Rapp MOVED, seconded by Ms. Wilson and carried unanimously –

TO approve the agenda as published.

MINUTES

The minutes of the regular meeting of January 9, 2014, were approved as printed on MOTION by Ms. Rapp, seconded by Mr. DeMarco, and carried with two abstentions (Kravitz and Krieger).

STAFF REPORTS

Executive Director

In the Managing Editor's absence, the Executive Director reported that the News Office has begun 2014 in a financially good position.

ITS Manager

The ITS Manager demonstrated updates to the community website, and spoke on goals for providing an appealing home page to both current shareholders and prospective residents. He reported that the Website Subcommittee meets every three weeks to consider

improvements to the community website. After discussion, the ITS Manager was excused at 2:09 p.m.

COMMENT PERIOD

Foundation Member Comments

Four Foundation members spoke on the popularity of the *Navigator*, providing manager's direct phone extensions on the website, accounts receivable, the importance of telling companies you saw their advertisement in the *Golden Rain News*, larger and more frequent advertisements, and thanking staff members for their efforts.

CORRESPONDENCE

The members reviewed an item of correspondence from the Filipino Association of Leisure World (FALW), thanking the *News* for its support in publishing Typhoon Haiyan relief information.

A shareholder of Mutual Four submitted a letter which was declined for publication by the Managing Editor. The letter expressed a detailed opinion on a disappointing concert the family attended; the letter was rejected as the performers (shareholders) were identified by name. After consideration, the Committee determined that the letter was not mean-spirited and would instruct staff to publish the letter in the next publication of the *News*.

The members reviewed an email from a Mutual Two shareholder suggesting that GRF employee accident/injury information be published in the *News*. The members and staff reviewed the request and determined that employee privacy protection needed to be determined before a decision to publish information was made.

NEW BUSINESS

Navigator Plans 2014 – Cathie Merz and Ruth Osborn

Section Editors/Staff Writers Cathie Merz and Ruth Osborn spoke on the publication history and future goals of the *Navigator*. After answering questions, staff left the meeting at 1:40 p.m.

Sales Plans 2014 – Dede Martin and Karen McElwain

Advertising Sales Clerks Martin and McElwain shared their 2014 sales plans with the Committee. After answering questions, staff left the meeting at 1:52 p.m.

Establish Website Subcommittee

The Website Subcommittee has been active for several months. The Subcommittee's goal is to consider and implement improvements to the community website.

Communications Committee Meeting, February 13, 2014

In the interest of transparency, it was determined that the Communications Committee should formally establish the Website Subcommittee. The Subcommittee members are: Betty Coven, Chair, Kathy Rapp, Linda Stone, and staff members Daniel Fabian and Steve Perez.

Mr. DeMarco MOVED, seconded by Ms. Wilson and carried unanimously –

TO establish the Website Subcommittee, with the above named chair and members.

Establish Centenarian Ad hoc Committee

The Centenarian Ad hoc Committee has been active for several months. The Ad hoc Committee's goal is to recognize and honor the community's centenarians.

In the interest of transparency, it was determined that the Communications Committee should formally establish the Centenarian Ad hoc Committee. The Ad hoc Committee members are: Pat Lay Wilson, Chair, Carl Bourhenne, Irene Cistaro, Bonnie Cooper, Betty Coven, Dean Cox, Anna Derby, Janice Laine, Ann Pepper, and Marjorie Reynolds.

Ms. Rapp MOVED, seconded by Mr. DeMarco and carried unanimously –

TO establish the Centenarian Ad hoc Committee, with the above named chair and members.

Budget Study Review of News Income and Expenses

Per the Chair's request, staff will prepare a five-year recap of News income and expenses.

Communications Policies Workshop – Randy Ankeny

The Executive Director said that a workshop will be scheduled at a later date to review all media and communications-related policies and draft a committee charter.

Review Policy 2850, Advertising Commissions

Policy 2850, Display Advertising Commissions, sets forth how News Office staff is paid commissions for display and classified advertising.

In December, the Communications Committee recommended the Board approve several changes and updates. As the policy concerns personnel matters, the Executive Committee reviewed the proposed changes and, at its meeting on January 6, 2014, unanimously agreed with the recommended changes. After review, the Communications Committee affirmed its recommendation to the Board for amendment.

UNFINISHED BUSINESS

Content – Website Committee Report

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 need for more appealing information from the Historical Society for placement on the “About Us” section of the website.

Content – Newspaper Monthly “City News” Column

The members discussed the possibility of publishing more news relevant to the entire City of Seal Beach. It was noted that Ruth Osborn attends City Council meetings. It was suggested that Karen McElwain attend Chamber of Commerce functions.

Community – Centenarian Subcommittee Report

The Centenarian Ad hoc Committee continues its plans for a celebration on April 10, 2014 to honor Foundation members 100 years of age or older. Interviews with 16 centenarians have been or will be conducted soon. Promotion of the event will be a bigger focus in the next few months.

COMMENT PERIOD, CONTINUED

Committee Member Comments

A Committee member said that it was a very informative meeting.

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

ADJOURNMENT

The meeting was adjourned at 3:05 p.m.



Betty Coven, Chair
COMMUNICATIONS COMMITTEE
cmk 3.8.14