

COMMUNICATIONS COMMITTEE MINUTES
March 13, 2014

The regular meeting of the Communications Committee, held on Thursday, March 13, 2014, was called to order at 1:30 p.m. by Chair Coven in the Administration Conference Room.

ROLL CALL

Present: Ms. B. Coven, Chair Mrs. B. Osborne (1:38 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
 Ms. R. Smith, Human Resources Manager
 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
 Two Foundation Members

APPROVAL OF 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 February 13, 2014, were approved as printed on MOTION by Ms. Rapp, seconded by Mr. DeMarco, and carried unanimously.

STAFF REPORTS

Executive Director

The Executive Director shared three submissions in the “water wise” logo search. After review, the Committee concurred that all three logos should be published and credited in the *Golden Rain News*.

The Executive Director shared Foundation member statistic information, including ages, male/female ratio and years of residence. This information will be published in the *News*.

ITS Manager

The ITS Manager reported that the website had almost 16,000 hits in February, with 7,400 hits from unique IP addresses. He and the Executive Director spoke on plans for a

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community information phone number. They also spoke on installing digital billboards throughout the community; Administration will serve as the pilot program.

Section Editor/Staff Writer

Section Editor/Staff Writer Ruth Osborn attended the meeting in the Managing Editor's absence and reported on News Office activity.

The members and staff spoke on the publication of a recent election-related item in PartyLine Plus that was not in compliance with Policy 5025, Election Procedures. A retraction will be published in the next edition.

COMMENT PERIOD

Foundation Member Comments

Two Foundation members spoke on printing costs, shareholder response to a letter published in the *News*, and receiving a receipt when submitting information to be published in the *News*.

UNFINISHED BUSINESS

Finances

The members reviewed advertising sales figures. An updated sales form is being developed.

Content – Website Committee Report

The Website Subcommittee meets regularly to consider improvements to the community website. The ITS Manager spoke on updates to the website, including the addition of photos to the Board of Directors page, separating onsite and offsite resources, and separating the "about us" page into historical and current information. The GRF will need to obtain permission from individuals to include photos of themselves or their homes; consent forms have been prepared. Articles have run in the *News* recently asking clubs to provide additional information for publication on the website.

Content – *Golden Rain News*

The members discussed the possibility of publishing more news relevant to the entire City of Seal Beach. After discussion, Mr. DeMarco MOVED and Ms. Rapp seconded –

TO approve funding for a City of Seal Beach Chamber of Commerce license.

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

TO amend the motion to specify a one-year license be purchased.

The main motion, as amended, passed unanimously.

Community – Centenarian Subcommittee Report

The Centenarian Ad hoc Committee continues its plans for a luncheon celebration on April 10, 2014 to honor Foundation members 100 years of age or older. After discussion, Ms. Rapp MOVED, seconded by Ms. Wilson and carried with one no vote (Kravitz) -

TO authorize the Golden Rain Foundation underwrite the luncheon up to \$1,000 if necessary.

Policy 2850, Advertising Commissions

Policy 2850, Display Advertising Commissions, sets forth how News Office staff is paid commissions for display and classified advertising. The Communications and Executive Committees have reviewed a policy draft at length. It was recently suggested that commissions should not be paid for classified ads. Mr. DeMarco MOVED, seconded by Ms. Rapp and carried unanimously -

TO recommend the Board amend Policy 2850, Display Advertising Commissions, with the clarification that commissions shall not be paid for classified ads.

NEW BUSINESS

Religion Pages

The Chair said she spoke with Section Editors/Staff Writers about ensuring that all churches and religious organizations follow the publication and submission guidelines.

COMMENT PERIOD, CONTINUED

Committee Member Comments

The Chair thanked everyone for their attendance and participation. The next Committee meeting is Friday, April 11, 2014, at 10:00 a.m. in Clubhouse Three, Room Six.

ADJOURNMENT

The meeting was adjourned at 3:21 p.m.



Betty Coven, Chair
COMMUNICATIONS COMMITTEE
cmk 3.31.14