

COMMUNICATIONS COMMITTEE MINUTES
April 11, 2014

The rescheduled regular meeting of the Communications Committee, held on Friday, April 11, 2014, was called to order at 1:30 p.m. by Chair Coven in Clubhouse Three, Room Six.

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 Ms. C. Miller, Controller
Guests: Ms. R. Smith, Human Resources Manager
 Mrs. R. Osborn, Section Editor/Staff Writer
 Mrs. K. McElwain, Advertising Sales
 Mr. D. Fabian, IT Systems Analyst
 Three Foundation Members

Mr. Kravitz MOVED and Mr. Krieger seconded –

TO remove item 10a from the agenda under New Business concerning election-related policies.

The members discussed the matter at length.

Ms. Wilson called the question and Ms. Osborne seconded. The motion to end debate passed with six yes votes and one no vote (Kravitz).

The motion to remove item 10a from the agenda failed with five no votes and two yes votes (Kravitz and Krieger).

MINUTES

The minutes of the regular meeting of March 13, 2014, were approved as printed on MOTION by Mr. Kravitz, seconded by Mr. Krieger, and carried unanimously.

STAFF REPORTS

Golden Rain News

News staff provided an update on the *Navigator* publication, including information on new content. Delivery is scheduled for mid-summer. The Centenarian Subcommittee met with News staff for an editorial conference to discuss the *Navigator's* focus on Aging Well in Leisure World. Advertisers will be offered editorial options for the first time.

Golden Rain News readers are encouraged to tell patronized companies and advertisers that they saw ads in the *News*.

Controller

The Controller spoke on the budget comparison report and the delinquent news advertising accounts report. The Committee concurred to reverse the late charges of three advertisers with small balances. Moving forward, sales staff is authorized to request reversals of late charges if the delinquent balance is paid in full in one payment. The Committee expressed interest in receiving the report recommending advertisers to be denied further credit due to delinquencies. The Chair requested total sales figures for the last three years.

ITS Manager

Reporting for the ITS Manager, the IT Systems Analyst spoke on the NCR Silver Point-of-Sale credit card pilot program for News sales staff. The hardware was received in early April, including the iPad Minis and card readers. The hardware will be configured, the data plan established, and NCR Silver installed before staff begins using it.

The ITS Department staff continues to meet with the Website Subcommittee once a month. Recent updates include the FAQ, On-Site and Off-Site Resources, and GRF Board of Directors pages. Staff will be taking photos of management and departments for the website. A 'Breaking News' page has been created and will include the latest community information.

The IT Systems Analyst was excused from the meeting at 10:55 a.m.

COMMENT PERIOD

Foundation Member Comments

Two Foundation members spoke on the Centenarian event and the Computer Club's classes. A Computer Club representative will be invited to the Website Subcommittee meeting on May 6, 2014, at 11:00 a.m. in the Administration Conference Room.

CORRESPONDENCE

The Committee reviewed an item of correspondence from a Mutual Seven shareholder concerning the description of the Media Manager position. After discussion, the Committee concurred to thank the shareholder for his letter and note that there are many considerations at this time.

UNFINISHED BUSINESS

Finances

The Committee spoke on the importance of 2015 budget planning and culling the telephone directory.

After consideration, it was decided that the advertising sales log will be streamlined for ease of reporting.

Content – Website Committee Report

The Website Subcommittee continues to meet regularly to consider improvements to the community website. A new “About Leisure World” page has been prepared. An item will be published in a future Partyline Column encouraging clubs and organizations to contribute their information for placement on the website.

Community – Centenarian Subcommittee Report

The Centenarian Luncheon on April 10, 2014, attended by 16 of Leisure World’s 22 centenarians and over 200 family and friends, was a great success. Appreciation was expressed for the volunteers’ work. Sufficient donations were received to pay for the event. The Special Events Club was formed.

NEW BUSINESS

Election Policies and the Possible Need to Redraft – discussion only

The Committee will consider the need for a policy that addresses Mutual election-related material in the *News*.

Electronic Billboard – update

A digital billboard has been installed on the second floor of the Administration building. This billboard includes a GRF monthly meeting schedule, a Mutual meeting schedule, Administration Conference room meeting schedule, and weather information. If the billboard is well-received by the community, ITS plans on installing billboards in the clubhouses as well for club meeting times, clubhouse calendars, community events, etc.

Receipts for Article Submissions

News staff will provide receipts for article submissions upon request.

ADJOURNMENT

The meeting was adjourned at 11:53 a.m.

Betty Coven

Betty Coven, Chair
COMMUNICATIONS COMMITTEE
cmk 4.25.14