

**COMMUNICATIONS COMMITTEE MINUTES**  
**May 8, 2014**

The regular meeting of the Communications Committee, held on Thursday, May 8, 2014, was called to order at 1:30 p.m. by Chair Coven in the Administration Conference Room.

**ROLL CALL**

Present:     Dr. 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:       Ms. C. Miller, Controller  
              Mr. S. Perez, Information Technology Services (ITS) Manager  
              Mr. D. Fabian, ITS Systems Analyst  
              Mrs. R. Osborn, Section Editor/Staff Writer  
              Mrs. M. Wood, GRF Representative, Mutual Six  
              Ms. R. Winkler, GRF Representative, Mutual Ten  
              Mr. D. Craig, GRF Representative, Mutual Eleven  
              Four Foundation Members

**MINUTES**

The Chair called for the approval of the Communications Committee meeting minutes of April 11, 2014. Ms. Wilson reported that the minutes should state that 18 centenarians, not 16, attended the Centenarian Appreciation Luncheon last month. With no further changes, Ms. Rapp MOVED, seconded by Mr. DeMarco and carried unanimously –

**TO** approve the minutes of the regular meeting of April 11, 2014, as corrected.

**STAFF REPORTS**

*Golden Rain News*

Section Editor/Staff Writer Osborn reported that Advertising Salesperson McElwain recently attended the Seal Beach Chamber of Commerce and spoke of the City's outreach goals to Leisure World and the importance of fostering a stronger relationship. Ms. McElwain expressed her thanks to the Committee for authorizing her attendance at Chamber events.

Ms. Osborn noted the discrepancy between the reporting of the recent Haynes Plant activity by the *Golden Rain News* and the *Orange County Register*. While the *News*' contact at the Haynes Plant stated there was no structural fire, the Department of Water and Power is investigating the matter further. The Executive Director acknowledged the *News* and ITS departments for their efforts in providing Haynes Plant information on the Foundation website within 30 minutes of the incident.

#### Executive Director

The Executive Director spoke on the possibility of adding a "B section" of the *News* for government-related material such as meeting minutes, schedules, financial reports, policy drafts and other information. Running as a pure, advertising-free section of the *News*, he suggested it run as a pilot program this summer.

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

**TO** recommend the Board authorize a pilot program of a government-related B section of the *Golden Rain News* this summer.

#### ITS Manager

The ITS Manager distributed his report and stated that the Website Subcommittee held its final meeting of the term last month. The Subcommittee will be reformed in the new term when the Media Manager and new Board are in place. The ITS Manager thanked the Subcommittee members for their efforts and contributions this year. He and the ITS Systems Analyst demonstrated the changes and upgrades to the Foundation's website.

The ITS Manager gave a demonstration on the NCR Silver Point-of-Sale credit card pilot program for *News* sales staff. He reported that the hardware has been configured and the data plan established. *News* sales staff is preparing to go live once prices have been set.

The ITS Manager stated that he'd been asked to investigate Board Voice Mailboxes as an option for GRF Directors to have voicemails sent to email inboxes in lieu of listing personal phone numbers on the Foundation's website. FTS, the Foundation's current telephone provider, offers this service at a cost of \$15 per mailbox per month. After discussion, the Committee concurred to postpone this matter until next term.

The ITS Systems Analyst was excused from the meeting at 2:10 p.m.

## **COMMENT PERIOD**

### **Foundation Member Comments**

Six Foundation members spoke on the website, the Chamber of Commerce Outreach Group, cutting coupons, managing disc space on the website, learning curves, repeat contributors in the *News*, and Letters to the Editor during election season.

### **Committee Member Comments**

Three Committee members spoke on working with the ITS Department on the Website Subcommittee, information placed on the website, and the recent centenarian luncheon.

After discussion, a recess was called at 2:24 p.m. The meeting resumed at 2:36 p.m.

## **UNFINISHED BUSINESS**

### **Finances**

The Controller spoke on the budget comparison report and reviewed variances in newspaper printing and display advertising. She distributed the Delinquent News Advertising Accounts and Reconciliation reports.

The Committee continued its discussion on culling the telephone directory.

The Chair thanked the staff for their efforts in producing an easy-to-read sales report.

### **Disband Website Subcommittee**

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

The Subcommittee members were Betty Coven, Chair, Kathy Rapp, Linda Stone, and staff members Daniel Fabian and Steve Perez.

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

**TO** disband the Website Subcommittee.

### **Disband Centenarian Subcommittee**

The Centenarian Subcommittee was established to recognize and honor the community's centenarians. The Centenarian Luncheon on April 10, 2014, was attended by 18 of Leisure World's 22 centenarians and over 200 family and friends.

The Subcommittee members were 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 disband the Centenarian Ad hoc Committee.

Content – Golden Rain News

The Chair requested the next Communications Committee consider adopting a policy on Mutual Board Election Coverage in the News.

**ADJOURNMENT**

The meeting was adjourned at 3:15 p.m.

*Betty Coven*

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Betty Coven, Chair  
COMMUNICATIONS COMMITTEE  
cmk 7.4.14