

**COMMUNICATIONS COMMITTEE MINUTES**  
**September 12, 2013**

The regular meeting of the Communications Committee, held on Thursday, September 12, 2013, was called to order at 1:30 p.m. by Chair Coven in the Administration Conference Room. The Pledge of Allegiance was led by Ms. Rapp.

**ROLL CALL**

Present: Ms. B. Coven, Chair Ms. K. Rapp  
Mr. R. Kravitz Ms. P. Wilson  
Mr. L. Krieger Mr. M. Michaelides, Ex officio  
Mrs. B. Osborne (1:35 p.m.)

Staff and Mr. R. Ankeny, Executive Director  
Guests: Mr. D. Saunders, Managing Editor  
Ms. L. Stone, GRF Representative, Mutual Three  
Mrs. M. Wood, GRF Representative, Mutual Six  
Ms. R. Winkler, GRF Representative, Mutual Ten  
Mr. D. Craig, GRF Representative, Mutual Eleven  
Mr. M. Supple, GRF Representative, Mutual Fourteen  
Eight Foundation Members

**APPROVAL OF THE AGENDA**

The members reviewed the agenda. A member requested that "New Outside Newspaper" be added to the agenda under New Business. Ms. Rapp MOVED, seconded by Ms. Wilson and carried unanimously –

TO approve the agenda as published with the addition of "New Outside Newspaper" as New Business item #4.

**MINUTES**

The minutes of the regular meeting of August 8, 2013, were approved as printed on MOTION by Ms. Rapp, seconded by Mr. Krieger, and carried with one abstention (Wilson).

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 September 10, 2013, the 90-day receivables were less than \$3,000.

In an effort to acknowledge long-term and loyal advertisers, News staff has offered advertisers the opportunity of running ads a second time for 50% off. The first advertiser to take advantage of this offer expressed appreciation and took advantage of the offer immediately. News staff will be making similar offers in the future. The Managing Editor also distributed the local newspaper advertising rate comparison report.

#### Executive Director

The Executive Director reported that the *Golden Rain News* will be running holiday-related features in the next few months, including favorite recipes, drawings, and holiday decorating rules. Advertisers will be asked to consider holiday-themed ads.

#### COMMENT PERIOD

##### Guest Speaker: Tony Davis – Web Access for the Visually Impaired

Mr. Tony Davis, Mutual Nine shareholder, addressed the need for visually impaired Foundation members to access the *Golden Rain News* on the website. He spoke on working with GRF staff in adjusting the formatting of the *News* on the website and on visually impaired members' use of screen readers and challenges in reading newspaper columns on the website. After discussion, the Managing Editor was directed to make the *News* accessible to the visually impaired as soon as possible.

#### Foundation Member Comments

Six GRF members spoke on the cost of publishing meeting minutes in the *News*, a recent rumors column, Mr. Davis's previous presentation on visually impaired access, the importance of publishing meeting dates and times, and the work the *News* staff does.

#### UNFINISHED BUSINESS

##### Policy 2850, Commissions

The Executive Director reported that he is continuing his investigation on sales commissions. As it concerns personnel, a report will be provided to the Executive Committee first.

##### Telephone Records Update

The Executive Director is reviewing the telephone advertising records material. He said that staff will prepare a new spreadsheet to clarify data.

### Eagle Rock Workers' Compensation Policy Update

For several years, the GRF has paid Eagle Rock Services' workers' compensation insurance. Eagle Rock is the independent vendor that provides delivery service of the *News*. To eliminate the perception that the Eagle Rock staff is Foundation staff, the Executive Director suggests the GRF stop paying for their workers' compensation insurance.

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

TO discontinue payment of Eagle Rock Services' workers' compensation insurance.

Mr. Rapp MOVED, seconded by Ms. Wilson and carried unanimously -

TO increase payment to Eagle Rock Services by an additional \$150 per week.

### Focus Group Update

The Chair reported on the data collected from the Community Focus Group held on August 20. The purpose of the focus group was to hear what Foundation members like, don't like and what changes they would like to see with the *News*. The Chair said that 14 shareholders attended the Focus Group. Another Focus Group may be held in six months.

### NEW BUSINESS

#### Policy 5581, News Credit Policy – Finance Charge after 30 Days

Policy 5581, News Credit Policy, states the invoice procedures for advertising in the *Golden Rain News*, including, but not limited to, the *Leisure World Telephone Directory*, Minibus signage, *Minibus Schedule* booklet, *Navigator* booklet, etc.

In an effort to follow general business, advertising and invoice practices, the Communications Committee reviewed the policy and suggested the following changes: payments received within 10 days will be eligible for a 2% discount; clarify that the Controller is responsible for establishing accounts receivable procedures with the assistance of the Managing Editor; establish a 2/10 net30 practice, where the Foundation will allow up to 30 days for payment; and a late fee of 1.5% of the unpaid balance will be assessed per month for payments received after the 30-day net term.

The Executive Director recommends that, if approved, the amended policy go into effect January 1, 2014.

After discussion, Ms. Rapp MOVED, seconded by Mr. Kravitz and carried unanimously -

TO recommend the Board amend Policy 5581, News Credit Policy, as set forth above.

### Website and Newspaper Content

The Chair reported that ITS staff will be asked to attend Communications Committee meetings in the future. She asked that members become familiar with the website and think of possible improvements.

The Chair assigned individual page numbers of the *News* to the Committee members for review.

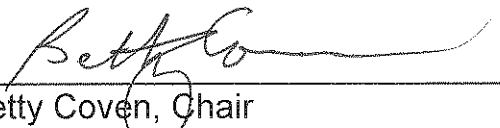
### New Outside Newspaper

A Committee member shared a copy of *The Pier*, a new local newspaper focusing on Seal Beach, Los Alamitos and Rossmoor. She noted the different advertisements and presented a list to the Managing Editor for possible sales leads. The Managing Editor thanked her and said that this is a publication of the *Orange County Register*. He noted that *The Pier's* advertising is highly discounted in this early stage of development.

The Chair thanked everyone for their attendance and participation. The next Committee meeting is Thursday, October 10, 2013, at 1:30 p.m.

### ADJOURNMENT

The meeting was adjourned at 3:42 p.m.



Betty Coven, Chair  
PUBLICATIONS COMMITTEE

cmk 9.27.13