



## **COMMUNICATIONS COMMITTEE MINUTES**

**February 8, 2018**

The Communications Committee meeting was held on Thursday, February 8, 2018, and was called to order at 1:00 p.m. by Chair Gould in the Administration Conference Room, followed by the Pledge of Allegiance.

### **ROLL CALL**

Present: Mr. W. Gould, Chair Mr. T. Dodero  
Ms. P. Snowden, Vice Chair Ms. I. Heinrichs  
Mr. R. Crossley Mr. R. Stone  
Ms. L. Stone, Ex-Officio (arrived 1:28 p.m.)

Absent: Mr. S. McGuigan

Also Present: Mr. R. Ankeny, Executive Director  
Ms. N. Chigireva, Director of Communications & Technology  
Mr. D. Fabian, ITS Systems Analyst  
Mrs. L. Whitlock, Communications OPS Coordinator  
Mr. B. Lukoff, GRF Treasurer  
Two Shareholders/Members

By unanimous consent, the Chair declared the reading of the quorum notification be dispensed with.

In accordance with California Civil Code Section 4090, please be advised that a quorum of the GRF Board of Directors is present at today's posted meeting. The business of the ADR Committee will be conducted in accordance with the agenda. As a quorum of the Board is present, this meeting will be conducted as a committee meeting and a Board meeting. The agenda actions of the committee will be limited only to the members of the committee and will only constitute such actions in accordance with stated committee policy and/or provide recommendations to the GRF Board of Directors at its regular Board meeting on the 4<sup>th</sup> Tuesday of the month. GRF Board members who are not committee members will be allowed to comment when recognized by the Chair and only during the proscribed Foundation member comment period, not to exceed four minutes, as set forth in Policy 5610, Participation by Foundation Members. The minutes of today's Board meeting will be presented to the Board for approval following the approval of the committee meeting minutes in March 2018.

**CHAIR'S ANNOUNCEMENTS**

Chair Gould greeted and welcomed everyone to the Communications Committee meeting and introduced Foundation members, guests and staff, including Executive Director, Randy Ankeny; Communications & Technology Director, Nataly Chigireva; IT Systems Analyst, Daniel Fabian and Communications OPS Coordinator, Laura Whitlock.

Working on potential policy discrepancies with policies. We do not have a policy review section, but look for it at our next scheduled meeting.

**APPROVAL OF MINUTES**

The meeting minutes of the January 11, 2018 meeting were approved as written.

**SHAREHOLDERS COMMENTS**

No comments today.

**CORRESPONDENCE****Carol Franz – Health & Fitness Column**

After a brief discussion regarding Ms. Franz' correspondence regarding the Health & Fitness column, it is the consensus of the Committee to keep the Health & Fitness column in the newspaper along with a disclaimer from our Foundation Attorney.

Chair Gould directed staff to send correspondence to Ms. Franz advising her that a disclaimer from the Foundation Attorney will be added to the Health & Fitness column.

**Margie Meigs – Health & Fitness Column**

After a brief discussion regarding Ms. Meigs correspondence regarding the Health & Fitness column, it is the consensus of the Committee to keep the Health & Fitness column in the newspaper along with a disclaimer from our Foundation Attorney.

Chair Gould directed staff to send correspondence to Ms. Meigs advising her that a disclaimer from the Foundation Attorney will be added to the Health & Fitness column.

**Les Cohen – Outside the Wall regarding "Caregivers"**

After a brief discussion by the Committee and Mr. Cohen regarding his correspondence regarding the Family Caregivers Act, it is the consensus of the Committee to run article as submitted by Mr. Cohen.

David Harlow – Article for the Newspaper “Freedom of Speech”

After a brief discussion by the Committee regarding Mr. Harlow’s correspondence regarding “LW Freedom of Speech Does not Exist,” it is the consensus of the Committee not to run this article, as it was ran already in the Sun Newspaper.

Don Crane – Frank’s Gardening Service

After a brief discussion by the Committee regarding Mr. Crane’s correspondence, Chair Gould announced that Mr. Crane requested to withdraw his correspondence, as they have come to a resolution regarding the matter. No action taken.

**STAFF REPORTS**Executive Director

Mr. Ankeny presented to the Committee concerns that have come up regarding LWSB website information regarding the following:

- Ownership of the Information
- Tracking and Validation
- Clarity of instruction to the Web Master
- Website and flow of information
- Website may not fit general criteria for a 65+ user
- Calendar – is only good as posted.

**PROPOSED RESOLUTION**

- Work Order Ticket would be generated with clear instructions on actions needed.
- Remodeling of website, which will be represented to the Committee before May 2018.

**HUMAN AGING AND WEB USE**

- Design Issues: Readability and Clickability
- Behavioral Issues: Hesitation and Discouragement
- Office Supportive Design
- Avoid Navigation Changes

Communications & Technology Director

Ms. Chigireva reported that a website changes constantly. She also addressed the following design concerns of our website:

- Readability and Clickability
- Who visits LWSB.COM

### IT Systems Analyst

Mr. Fabian presented sample “user-friendly” website, which called “Flat Design” website. He also stated that they would like to take this approach in the redesign of our current LWSB website.

(Chair Gould called a break at 2:30 p.m.)

(Chair Gould called meeting back to order at 2:42 p.m.)

### UNFINISHED BUSINESS

#### 2018 Spotlight Cover Selection

Ms. Chigireva presented six options for the 2018 Spotlight Cover for the Committee’s review. After a brief discussion, Mr. Crossley MOTIONED, seconded by Mr. Dodero and carried with two opposed votes by Chair Gould and Mr. R. Stone -

**TO** select Option #3, picture of Sherie Rae Parker, a Bette Midler impersonator, as the 2018 Spotlight Cover photo, which will go into production for distribution in May 2018.

#### FileMaker Pro Replacement

Ms. Chigireva presented the issues of current Sales software, FileMaker Pro. She then presented the replacement software, Magazine Manager, which will be a cloud-based program, more user friendly, production-efficient and will eliminate the use of Peachtree by the Finance Department.

After a brief discussion, Mr. Crossley MOTIONED, seconded by Mr. Dodero and unanimously carried by Committee members present –

**TO** approve non-budgeted expense request for the purchase of new sales software, “**The Magazine Manager,**” which will replace sales software, FileMaker Pro. The set-up fee for the new software is \$1,750 and \$346 per month for hosting and user fees.

#### Community Map Redesign

Ms. Chigireva reported that at the January 11, 2018 meeting, staff directed her to research the cost of the redesign of the Community Map. She also reported that she received the following two quotes: Maxim Baluyev - \$2,800 and Jason Pearlman - \$6063. She also provided a sample of their work.

After a brief discussion, Chair Gould MOTIONED, seconded by Mr. Dodero and unanimously carried by Committee members present –

**TO** approve the non-budgeted Capital Funding expense not to exceed \$3,500 for Maxim Baluyev to convert the current LW Community Map into 3D Vector format, which will be used for our website and large format printing and forward to the Finance Committee for financial review and approval.

## **NEW BUSINESS**

### Paid Political Ads

After discussing Mr. Harlow's correspondence regarding advertising paid political ads in our LW Weekly newspaper, it is the consensus of the Committee to review the Policy 2811-36, "News Coverage of Candidates Running for GRF Board or Public Office" to the next scheduled meeting.

### WebEx Conference Software

Mr. Fabian made a presentation of WebEx Conference Software, which will allow the Board and Committee members to view the screens on their table devices. He also reported we are signed up for a 30-day trial, which expires on March 1, 2018. After the trial is over, WebEx will be \$39/month for 25 seats (concurrent connections).

After a brief discussion, Vice Chair Snowden MOTIONED, seconded by Mr. R. Stone and carried with one abstention by Mr. Crossley –

**TO** approve the purchase of the Cisco WebEx software for 12 months for 25 users at \$29 per month, \$348 annually, which will be charged to Administration.

### Office 365 Productivity Software

Mr. Fabian reported that there are currently compatibility issues with staff's Microsoft Office software. He also reported that by implementing Office 365 in the Golden Rain Foundation, we can ensure all staff and Board members are using the most current version of Microsoft Office. The price of the software is \$99 per year for five seats (installable on five workstations/tablets).

After a brief discussion, Chair Gould MOTIONED, seconded by Ms. Heinrichs and unanimously carried by Committee members present –

TO approve non-budgeted expense to purchase Office 365 licenses (20 subscriptions = 100 seat total) for \$2,000 per year.

Frequently Asked Questions (FAQ)

Chair Gould recommended for this item to be tabled for next month's meeting. No action taken.

**STAFF REPORTS (Continued)**

IT Analyst

Mr. Fabian presented his variance reports and ITS Timeline as presented in the agenda.

Communications and Technology Director

Ms. Chigireva presented her variance reports as presented in the agenda.

**SHAREHOLDER COMMENTS**


No shareholders made comments.

**COMMITTEE MEMBERS COMMENTS**

Four Committee members spoke on the proceedings of the Committee meeting.

**ADJOURNMENT**

Chair Gould adjourned the meeting at 4:15 p.m.



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Wayne Gould, Chair  
COMMUNICATIONS COMMITTEE