GRF
Golden Rain Foundation

COMMUNICATIONS COMMITTEE

Agenda

Administration Conference Room
Thursday, February 8, 2018
1:00 p.m.

1. **Call to Order/Pledge of Allegiance**
2. **Roll Call/Notice of Quorum**
3. **Chairs Announcements**
   - **a.** Introduction of Guests and Staff
     - i. Linda Stone, GRF President
     - ii. Randy Ankeny, Executive Director
     - iii. Nataly Chigireva, Director of Communications & Technology
     - iv. Daniel Fabian, IT Systems Analyst
     - v. Laura Whitlock, Communications OPS Coordinator
   - **b.** Rules of Order
   - **c.** Chairs Report
4. **Approval of Minutes**
   - **a.** Communications Committee Minutes, January 11, 2018 (Pgs. 1-5)
5. **Shareholder/Member Comments – Agenda Items Only**
   (Limited to 3 minutes per person)
6. **Correspondence**
   - **a.** Carol Franz – Health & Fitness Column (Pg. 6)
   - **b.** Margie Meigs – Super Foods Article (Pg. 7)
   - **c.** Les Cohen – Outside the Wall (Pg. 8)
   - **d.** David Harlow – Paid Political Ads (Pg. 9)
7. **Unfinished Business**
   - **a.** 2018 Spotlight Cover (Pgs. 10-11)
   - **b.** FileMaker Pro Replacement (Pgs. 12-15)
   - **c.** Community Map Redesign (Pgs. 16-18)

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8. **New Business**
   - **a.** Paid Political Ads
   - **b.** WebEx, Conference Software (Pgs. 19-20)
   - **c.** Office 365 Productivity Software (Pgs. 21-22)
   - **d.** Frequently Asked Questions (FAQ) (Pgs. 23-31)

9. **Policies for Review**

10. **Staff Reports**
    - **a.** IT Systems Analyst
      - i. Variance Report (Pgs. 32-33)
      - ii. IT Timeline – Update (Pg. 34)
      - iii. Website Comments (Pgs. 35-38)
      - iv. Website Stats (Pgs. 39-40)
    - **b.** Director of Communications & Technology
      - i. Variance/Sales Report (Pgs. 41-43)
      - ii. Publications & Spotlight Timelines – Update (Pgs. 44-45)
    - **c.** Executive Director

11. **President's Comments**

12. **Shareholder Member Comments**

    (Limited to 3 minutes per person)

13. **Committee Member Comments**

14. **Next Meeting**

    Thursday, March 8, 2018 – 1:00 p.m., Admin. Conf. Rm.

15. **Adjournment**

COMMUNICATIONS COMMITTEE MINUTES

January 11, 2018

The Communications Committee meeting was held on Thursday, January 11, 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	Mr. T. Dodero
	Ms. P. Snowden, Vice Chair	Mr. R. Stone
	Mr. R. Crossley	Ms. L. Stone, Ex-Officio
Absent:	Mr. S. McGuigan	
	Ms. I. Heinrichs	
Also Present:	Ms. L. Stone, GRF President	
	Mr. R. Ankeny, Executive Director	
	Ms. N. Chigireva,	
	Mr. D. Fabian, ITS Systems Analyst	
	Mrs. L. Whitlock, Communications OPS Coordinator	
	Mr. B. Lukoff, GRF Treasurer, Mutual Fourteen	
	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 4th 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.

DRAFT

The minutes of today's Board meeting will be presented to the Board for approval following the approval of the committee meeting minutes in February 2018.

CHAIR'S ANNOUNCEMENTS

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

APPROVAL OF MINUTES

The meeting minutes of the January 11, 2018 meeting were approved with corrections.

SHAREHOLDERS COMMENTS

One shareholder/member spoke on an item pertaining to the agenda.

CORRESPONDENCE

Ken Stone

The Committee reviewed correspondence from Mr. Ken Stone regarding his missing mother. After a brief discussion, it is the consensus of the Committee to possibly consider the necessity of writing a policy regarding this matter. No action taken.

UNFINISHED BUSINESS

Server Upgrade - Update

Ms. Fabian provided the Committee with the Server Upgrade update report and answered questions. No action taken.

FileMaker Pro / Sales Software Update

Ms. Chigireva reported that she and staff have reviewed several software packages and will be providing an update at the next scheduled meeting. No action taken.

Broadband Speed Upgrade – Company-wide

Mr. Fabian reported that there is a need to increase the Internet speed, company-wide. He also reported he is working on a contract and will provide an update and contract at the next scheduled meeting for the Committee's approval. No action taken.

DRAFT

News Office Awning

Mr. Ankeny reported that the awning for the News Office has been approved by the Architectural, Design and Review Committee and is scheduled for installation. No action taken.

Axxerion Update

Mr. Ankeny provided an update on the progress of Axxerion. After a brief discussion, Mr. R. Stone MOTIONED, seconded by Mr. T. Dodero and passed with one recusal from Mr. R. Crossley –

> **TO** temporarily shut down the Axxerion Project and take the necessary corrected action.

Motion passed by Committee members present and one recusal by Mr. R. Crossley

NEW BUSINESS

Spotlight Magazine

Ms. Chigireva reported that the News Department is preparing to publish the 2018 Spotlight Magazine. She also reported she will provide options for the magazine cover for the Committee's review and selection. No action taken.

2018 Publications Timeline

Ms. Chigireva provided the 2018 Publications Timeline for the Committees' review and information. She also mentioned she will be working on the redesign of the Leisure World Map.

After a brief discussion, it is the consensus of the Committee to direct staff to increase the font-size of the date on the LW Weekly and add the printing date on the maps, mini-bus schedule and other printed publications.

2018 Information Technology Timeline

Mr. Fabian presented the 2018 Information Technology Timeline for the Committee's review and information and answered questions. No action taken.

Wikipedia, Leisure World, Seal Beach – Content

Mr. Ankeny provided a copy of Leisure World, Seal Beach content of Wikipedia to the Committee for their review and information. He also requested the Committee's

DRAFT

approval of staff updating the Leisure World, Seal Beach content page and forward to the Board.

After a brief discussion, it is the consensus of the Committee to allow staff to move forward with his recommendation.

Selection of the 2018 Telephone Directory Cover

Ms. Chigireva reported that the 2018 Telephone Directory is ready for print and would like the Committee to select the cover for the Telephone Directory.

Ms. Chigireva presented the following options for the Committee to review and choose from: 1) Photo of the Astrolabe; 2) Photo of the Golf Course; and 3) Photo of the El Camino Real Bell.

After a brief discussion, it is the consensus of the Committee to select Option #1 – Photo of the Astrolabe.

STAFF REPORTS

Executive Director

Mr. Ankeny provided information and updates throughout the meeting.

IT Systems Analyst

Mr. Fabian provided his reports as presented in the agenda packet.

Communications & Technology Director

Ms. Chigireva provided her reports as presented in the agenda packet.

Ms. Chigireva also mentioned that she would like to see the current LW Community map reformatted to 3D Vector format for use on our website and large format printing. She will bring back to the Committee more information at the next scheduled meeting.

PRESIDENT'S COMMENTS

President Stone thanked staff for their presentations reports. She also mentioned she was impressed with Ms. Chigireva's presentation.

SHAREHOLDER COMMENTS

There were two shareholders who made comments.

COMMITTEE MEMBERS COMMENTS

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

DRAFT

ADJOURNMENT

Chair Gould adjourned the meeting at 3:06 p.m.

_____
Wayne Gould, Chair
COMMUNICATIONS COMMITTEE

Law.01-31-18

DRAFT

From: Carol Franz
Sent: Sunday, January 28, 2018 2:00 PM
To: Randy L. Ankeny
Subject: Re: LW Weekly

Mr. Ankeny,

Please be aware that the Health & Fitness columns could cause major problems for many of the seniors living in this "Great" Leisure World.

If something happens to ANYONE using this advise, we ALL could be sued. Any advise should come from the person's physician and NOT FROM one of these authors. The "EDITOR" should know that!

Carol Franz, Ph.D

From: MARGIE MEIGS
Sent: Tuesday, January 30, 2018 10:53 PM
To: Randy L. Ankeny
Cc: Carole Damoci
Subject: Dangers of "Super-Foods"

Mr. Ankeny:

Recently, Nataly Chigireva joined the staff of the *News* as the Communication & Technical Director and in the January 25th edition of the paper wrote an article entitled “Natural “Anti-flu Remedies Called Super Foods.”

The article suggested garlic (which interacts with Coumadin and Warfarin, blood thinners taken by many residents), Turmeric (which may slow blood clotting and cause bruising and bleeding), Oregano may cause reactions like Turmeric). Ginger (is known to interact with 78 medications which include reactions like Oregano and Turmeric), Honey-raw (likewise can cause adverse interactions in addition to its curative properties) and finally citrus – oranges and grapefruits, lemons and limes (have been found in over 85 prescription medications, most specifically statin drugs used to control cholesterol).

This may be interesting and harmless information for some, but in a retirement community where many residents are taking prescription medications, they may try other remedies hoping that they will feel better or no longer need to pay the exorbitant prices of pharmaceuticals.
This article should have started with a **warning** to check with your doctor or pharmacist before making any changes to their medical regimens.

Margie Meigs
562-493-7970
Unit 55H | Mutual 2

P.S, Not to be shared unless it is thought to be useful: My husband takes a statin drug and we love grapefruits, but we called the doctor first and he said, "No, not even a small amount." I just had more surgery and was told to stop all OTC medications 5 days before the surgery. This list included aspirin, Benadryl, vitamins and other products. We didn't eat the grapefruit and I followed the instructions and am resting uncomfortably, but alive. (It is the condition caused by sitting all day in the Physical Properties office) Although there are breaks, employees should move around (just a walk around the desk) as well as looking away from the computer screen.

---------- Forwarded message ----------
From: Les Cohen
Date: Jan 24, 2018, 12:41 PM -0800
To: Jim Breen
Subject: OTW

OUTSIDE THE WALL
By Les H Cohen
Legislative Advocate Emeritus

WHAT THE NEW RAISE FAMILY CAREGIVERS ACT WILL DO

Residents may recall that the US Senate and the US house of Representatives both approved the Legislation known as the Raise Act which is aimed to help relatives, and partners who help provide medical, household and financial assistance to loved ones. Good news the President has signed the legislation into law. The RAISE Family Caregivers Act requires the US Secretary of Health and Human Services to develop, maintain and update an integrated national strategy to support family caregivers. As reported by AARP "Family caregivers are the backbone of our care system in America. We need to make it easier for them to coordinate care for their loved ones, get information and resources, and take a break so they can rest and recharge". AARP further stated family caregivers for adults 65 and older are; stressed, isolated and often suffering financially" Under the Raise Act, HHS will create a national caregiver strategy by bringing together federal agencies an representatives from the private and public sectors (like family caregivers, health care providers, employers, and state and local officials in public advisory council meetings designer to make recommendations. The agency will have 18 months to develop its initial strategy and then must provide annual updates. The RAISE Act represents a common sense step to help support family caregivers nationwide. Residents of California can take pride in knowing that, in 2015, the California Legislature approved Assembly Concurrent Resolution 38, which created the California Joint Task Force, appointed 12 qualified persons to generally perform the similar responsibilities/goals as the newly created Federal Law.

Les Cohen

---------- Forwarded message ----------
From: Dave Harlow
Date: Jan 20, 2018, 9:35 AM -0800
To: Cathie Merz
Subject: Article for Jan 31 Issue

Cathi

I'm back again. Would like to try again with a different article from me as a resident of LW. Is there a place in the newspaper where I can give the below opinion without any editing done by the newspaper staff?

Thanks
David Harlow

LW Freedom of Speech does not Exist.

100% Freedom of Speech is protected under the First Amendment of the United States Constitution, but is not practiced in the Retirement Community of Leisure World. Four weeks prior to the November 8, 2016 National Election a series of paid Ads were published in the Leisure World Newspaper supporting conservative values. On November 9th the Newspaper Committee had a meeting and voted to recommend banning all future political paid ads in the newspaper. Without any change in policy the newspaper banned future political ads that were not part of Seal Beach or LW. Later the newspaper asked the question in several issues "Should Political or Religious ads be allowed in the paper if they are factual", to this day the survey results have not been disclosed. One can only conclude that the residents of LW are not intelligent enough to read factual paid ads and need Big Brother to control what they read or hear in the LW Newspaper. Either we have 100% Freedom of Speech or we have no speech. Where is it written that LW is exempt from the U.S. Constitution?

David Harlow

Golden Rain Foundation Leisure World, Seal Beach

COMMITTEE ACTION REQUEST

TO: COMMUNICATIONS COMMITTEE
FROM: NATALY CHIGIREVA, DIRECTOR OF COMMUNICATIONS & TECHONOLOGY
SUBJECT: SPOTLIGHT MAGAZINE COVER SELECTION
DATE: FEBRUARY 1, 2018
CC: FILE

At the January 11, 2018, Communications Committee, Ms. Chigireva reported that she will present Spotlight Magazine cover options for the Committee's to review and selection.

Attached are six options for the Committee to choose from. Should the Committee select Option 5 or 6 for the Spotlight Magazine cover, staff is requesting for the Committee to approve a non-budgeted expense for the Stock Photo fee not to exceed $500, which will be charged to Account 6483525-36.

Action Request

Option 1
Committee review and select 2018 Spotlight Magazine cover from Options 1 through 4, which will then go into production in late April and delivered to shareholders the first week of May 2018.

Option 2
Committee to review and select attached Spotlight Magazine Cover from Options 5 and 6 and approve non-budgeted expense of $500 for the Stock Photo fee, which will be charged to Account 6483525-36 and forwarded to the Finance Committee for financial review and approval.

1

Vargas Bobby Darin

2

Rick Schüler

3

Sherie Rae Parker

4

Frankie Avalon
concept of an old record
(FREE)

5

Frankie Avalon
Beauty School Dropout redone
($500 Stock photo)

6

Frankie Avalon
Beauty School Dropout redone
($500 Stock photo)

Golden Rain Foundation Leisure World, Seal Beach

COMMITTEE ACTION REQUEST

TO: COMMUNICATIONS COMMITTEE
FROM: NATALY CHIGIREVA, DIRECTOR OF COMMUNICATIONS & TECHONOLOGY
SUBJECT: NON-BUDGETED EXPENSE REQUEST - FILEMAKER PRO REPLACEMENT
DATE: FEBRUARY 1, 2018
CC: FILE

On September 2017 Communication Committee approved request to secure the services of a FileMaker Pro consultant and move forward with the database upgrade at a cost not to exceed $9,000, which will be charged to the IT Operating Budget, Account 6438000-34 (Other Professional Fees – Info Technology), as a non-budgeted expense. As of today no action was taken to proceed with an upgrade. Request was returned for further investigation by GRF board.

After careful review of the processes and parties that use FileMaker Pro software it was determined that investment of $9,000 will only partially fix issues and that existing software is not up to industry standards to support every day operations of Sales, Accounting and Production teams involved.

After carefully comparing, reviewing demos and receiving quotations from 8 different software platforms that can replace FileMaker Pro, I request The Committee to approve adoption of a new software platform "The Magazine Manager"(Exhibit A).
Please find cost below:

Set Up Total:	One-time fee	**$1,750**
Site Set Up, Initial Configuration	One-time fee	$ 750
Data Import & Conversion*	$100 per database (10)	$1,000
Monthly Pricing:		**$346**
Monthly Site Support/Site Hosting Fee	Per month	$ 199
3 Users @ $49 per user	Per month	$ 147

**Can only be estimated during the import process.*

ACTION REQUEST

Approve non-budgeted expense request for the purchase of new sales software, **"The Magazine Manager,"** which will replace current sales software, FileMaker Pro. The set-up fee for the new software is $1,750 and $346 per month for hosting and user fees, which will be charged to Account 6481000-36 (Computer Maintenance and Software). Upon approval, this item will be forwarded to the Finance Committee for financial review and approval.

Dear Nataly,

Thank you for your interest in The Magazine Manager. All monthly fees are billed to your credit card on the first of the month.

The cost is $199 a month support fee and $49 per month per user. This includes hosting cost, the cost of the software, online tech support, data backups, pagination/layout capability via Mirabel's Digital Studio (drag and drop ad/editorial pages into pre-formatted templates and folio pages creating a virtual map of each issue). There is nothing this powerful even close to the price. We estimate the software typically saves a company about one person in administrative time so the software is regarded as a way to save money not an additional expense. We have the highest retention rate in the software industry at 99%. I have included a more in-depth description of the $199 hosting/support fee features on page 2 of this document.

SET UP FEES:
Site Set Up, Initial Configuration (one-time fee) **$ 750**
This fee will be charged to your credit card once we receive the CSA. Once paperwork is processed, your software consultant will call to schedule training.

Training
With a 12 month commitment you will receive 8 weeks FREE training. After that, training is $125/hour. Sending a separate document that describes the training we offer. First required training is imports, admin 1&2, sales 1&2.

Data Import & Conversion –
Example below, for an estimate of charges – we will be able to give you a more definite price once we see a sample of your import**.**

$100 x number of files to import
$ 20 for every field that needs to be imported.

An example – 1 database to be imported	$ 100
20 fields within each of those databases	20 x $20 = $ 400
Total example Import Fee	**$500**

TOTAL ESTIMATED SET UP FEES (Set up fees, estimated imports) $1250

Monthly Pricing Scenario for 3 users

1) Monthly Site Support/Site Hosting Fee = $199 per month
   3 Users @ $49 per user/ month = $147 per month

Total Monthly Investment = $346 per month

If you choose to use the QuickBooks sync, add $49/month flat fee to the above total for the new monthly total of $395/month.

EXHIBIT A

Features included in the $199/month hosting fee, list continues on next page

- Updates and New Releases
- Hundreds of Help Documents
- Over 75 Help Videos
- New Release Videos
- Unlimited Email Tech Support via Ticketing System
- Inbox Notifications with Updates
- Monthly Best Practices Webinars
- Quarterly Sales Webinars
- Access to all past Webinars
- Quarterly one hour Q&A session with Consultant at No Charge

Nataly, please let me know if you have questions. We look forward to being a partner in your continued success.

Best regards,

Susan Beattie
Regional Sales Manager
The Magazine Manager
sbeattie@magazinemanager.com
954-332-3213

UNFINISHED BUSINESS
Item 7C

Golden Rain Foundation Leisure World, Seal Beach

COMMITTEE ACTION REQUEST

TO: COMMUNICATIONS COMMITTEE
FROM: NATALY CHIGIREVA, COMMUNICATIONS & TECHNOLOGY DIRECTOR
SUBJECT: NON-BUDGETED REQUEST FOR 3D MAP ILLUSTRATION CONVERSION
DATE: FEBRUARY 1, 2018
CC: FILE

At the Communications Committee meeting of January 11, 2018, the concept of converting our current LW Community Map into 3D Vector format was introduced by the Director of Communications and Technology in her Staff Report. The purpose of this conversion is to be used on the website, as well as, for large format printing.

It was the consensus of the Committee to direct staff to further research the cost of this project and present quotes at the next scheduled meeting.

For the Committee's review, two quotes have been received for the conversion of our current LW Community Map by the following vendors: (Exhibit A & B)

Company Name	Cost
Maxim Baluyev	$2,800
Jason Pearlman	$6,063

It is staff's recommendation for the Committee to approve the non-budgeted expense of $2,800 for Maxim Baluyev to convert our current LW Community Map into 3D Vector format, which will be charged to Account 6483515-36 and forward to Finance Committee for final approval.

ACTION REQUEST

Committee's approval of non-budgeted expense of $2,800, as quoted in Exhibit A, for the purpose of converting current LW Community Map into 3D Vector format, which will be used for our website and large format printing. This project will be charged to account 6483515-36 and forwarded to the Finance Committee for final approval.

QUOTE

Date: February 1, 2018
Invoice # [100]
Expiration Date: 3/25/2018

Maxim Baluyev
Email: baluyev@gmail.com

TO

Nataly Chigireva
GRF
PO Box 2069
Seal Beach, CA, 90740
(562) 431-65-86

QTY	ITEM #	DESCRIPTION	UNIT PRICE	DISCOUNT	LINE TOTAL
1	1	3D Map Vector Trace	$700		$700
12	2	Buildings Render	$200	25% volume	$1800
1	3	Map rotation and final positioning render	$300		$300
			TOTAL DISCOUNT		$2800
				SUBTOTAL	
				SALES TAX	
				TOTAL	$2800

Quotation prepared by: Maxim Baluyev

This is a quotation on the goods named, subject to the conditions noted below: (Describe any conditions pertaining to these prices and any additional terms of the agreement. You may want to include contingencies that will affect the quotation.)

To accept this quotation, sign here and return: _____

Thank you for your business!

EXHIBIT A

QUOTE

Date: January 25, 2018

Jason Pearlman
Email:
jasonpearlman@netscape.net

202.664.6085

Qty	Item #	Description	Unit Price	Discount	Line Total
1	1	Vector trace of the map	$ 800 - 1200		$ 1200
1	2	Purchase of Seal Beach Vector Map	$63		$63
12	3	Map Building 3D Render	$200-400 (4-8 hours)		$4800
			Total Discount		
				Subtotal	$6,063
				Sales Tax	
				Total	**$6,063**

EXHIBIT B

NEW BUSINESS
ITEM 8B

Golden Rain Foundation — GRF — Leisure World, Seal Beach

COMMITTEE ACTION REQUEST

TO: COMMUNICATIONS COMMITTEE
FROM: DANIEL FABIAN
SUBJECT: CISCO WEBEX CONFERENCE SOFTWARE
DATE: FEBRUARY 8, 2018
CC: FILE

At the regularly scheduled meeting of the Communications Committee, the members demoed conferencing software (Cisco WebEx).

WebEx's main purpose is to allow Board and Committee members to view the screens on their tablet devices.

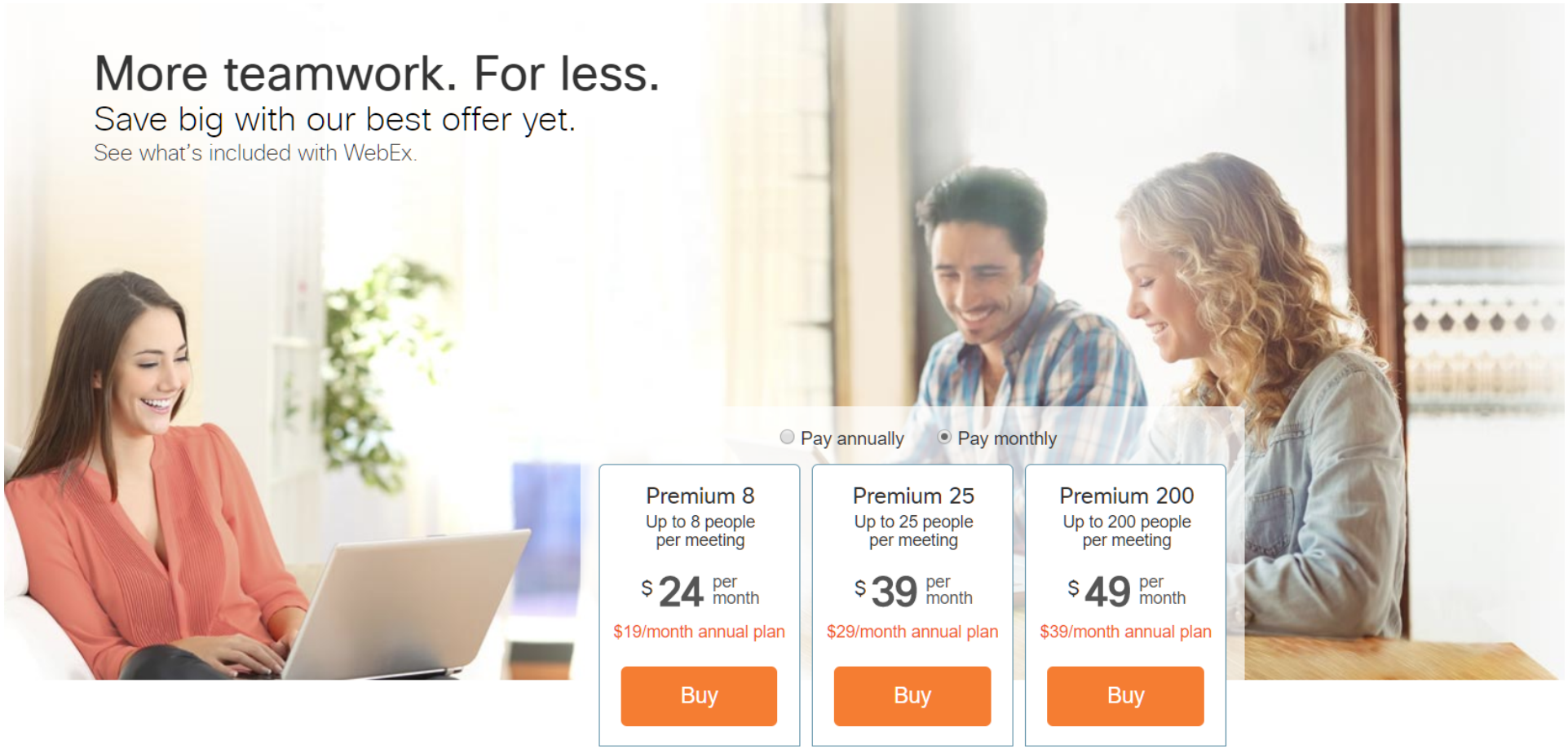
The software also has extended functionality:

- Annotation
- Audio, video, and text chat
- File sharing
- Recording

We are signed up for a 30-day trial which expires on March 1st, 2018. After the trial period is over, WebEx will be $39/month for 25 seats (concurrent connections).

Action requested: Approval to purchase Cisco WebEx software for $40/month to be charged to 6478000-34 (Service Contracts).

WebEx Video Conference Software



NEW BUSINESS
ITEM 8C

Golden Rain Foundation — GRF — Leisure World, Seal Beach

COMMITTEE ACTION REQUEST

TO: COMMUNICATIONS COMMITTEE
FROM: DANIEL FABIAN
SUBJECT: OFFICE 365 PRODUCTIVITY SOFTWARE
DATE: FEBRUARY 8, 2018
CC: FILE

At the regularly scheduled meeting of the Communications Committee, the members discussed the Microsoft Office 365 software.

Currently, staff is using a combination of Office 2007 and Office 2013. Board members do not have access to the Office suite at all.

Office 365 is a software package which contains various productivity tools (Word, Excel, PowerPoint, Outlook). The Office 365 package is a monthly subscription-based service that guarantees users are on the latest version.

By implementing Office 365 in the Golden Rain Foundation, we can ensure all staff and Board are using the most current version of Microsoft Office. Doing so will also resolve any incompatibility issues.

The price of the software is $99/year for 5 seats (installable on five workstations/ tablets). (Exhibit A)

Attachment

Action requested:

Committee's approval to purchase Office 365 licenses (14 subscriptions = 70 seats total) for $115.50/month to be charged to 6478000-34 (Service Contracts).

Office 365 – Productivity Applications

$99.99

(per year)

Office 365 Home

Buy now

Try for free

Or buy for $9.99 per month

Best for households. Includes Office applications for up to 5 users.

Office applications included

Word, Excel, PowerPoint, OneNote, Outlook, Publisher (PC only), Access (PC only)

Services included

OneDrive, Skype

Information

Latest versions of Word, Excel, PowerPoint, Outlook

Available for PCs, Macs, & Tablets

Everyone on same version of Office

Pricing

$99/year for 5 users
$20/year user
$1.70/month user

EXHIBIT A

FAQ

- When was our community built?
- How large is our community?
- How many people live in our community?
- Do you rent/lease or buy your dwelling unit or apartment?
- What is meant by cooperative housing?
- What does it cost to live in our community? Are there monthly fees?
- How do I remit my monthly payment assessment?
- Is there a cost to use the recreation facilities, other than the monthly carrying charge?
- What is required to purchase in our community?
- What is the minimum age to move into the community?
- What are the ownership/residency requirements?
- Upon the demise of an owner, what happens to his/her apartment?
- Can the units be remodeled?
- Can units be rented?
- Are there any medical facilities included in the community?
- Are transportation services available in the community?
- Are there parking facilities for my vehicle(s)?
- Where can the new buyer park their recreational vehicle?
- Where can guests park recreational vehicles?
- Are pets permitted in the community?
- Are guests permitted to have lengthy stays in the community?
- Are there existing apartments for sale?

When was our community built?

Construction on our community began in 1960. The first move-in occurred on June 6th, 1962.

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How large is our community?

Our community covers 542 acres, or roughly 1 square mile.

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How many people live in our community?

There are approximately 9,000 shareholders and residents in the community.

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Do you rent/lease or buy your dwelling unit or apartment?

Our community is comprised of two types of property ownership:

- The cooperative unit, (Mutuals 1 to 16) in which the owner is a shareholder in the housing corporation, and whose ownership is evidenced by one share of stock and the right to occupy the unit. These units must be purchased for all cash (no financing is allowed).
- The condominium (Mutual 17), in which the owner has a deed to the unitand an undivided interest in the Mutual's assets. These units may be financed by lending companies.

In both cases, the Mutual Corporation maintains the structure and related grounds.

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What is meant by cooperative housing?

Cooperative housing refers to the cooperative ownership of the Mutual's property by members who are shareholders in the Corporation. Ownership of the stock may be inherited, transferred or sold, with the approval of the Corporation's Board of Directors. Our co-ops were developed with FHA guaranteed 40-year loans.

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What does it cost to live in our community? Are there monthly fees?
The seller of an apartment determines the value of its unit and charges that amount to the buyer. In addition, there is a monthly fee called a Regular Assessment. The Regular Assessment varies by Mutual depending upon the size, location and improvements made on the unit. This may include exterior maintenance, landscaping, recreational activities, and security, among other items. The monthly Regular Assessment is calculated each year. The monthly Regular Assessments for Mutuals 1 – 16 shareholders consist of the Golden Rain Foundation assessment, the Mutual assessment, the monthly property tax payment, and the O.C. User Fee, which consists of vector control, lighting maintenance, and sewer fees. The monthly Regular Assessments for Mutual 17 owners consist of the Golden Rain Foundation assessment and the Mutual 17 assessment. Mutual 17 owners pay their property tax bill individually.

Click here for a full list of our Stock Transfer office's fees.

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How do I remit my monthly assessment payment?
Make check payable to the name of your Mutual
Include the payment coupon
If no coupon, or using bank bill pay services, reference Account # and Unit #

Remit payment to:
Seal Beach Mutual No. ___
PO Box 51996
Los Angeles, CA 90051-6296

Payments are due on the 1st of each month and delinquent by the 15th of the month. Please mail payments early to avoid late processing.

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Is there a cost to use the recreation facilities, other than the monthly carrying charge?
It depends on the facility. There is no fee to use the golf course, swimming pool or exercise room. The various clubs hold their meetings and activities at the clubhouses at no cost; however, private parties require a refundable cleaning deposit.

For more information, please call Reservations @ (562) 431-6586, ext. 398.

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What is required to purchase in our community?
Buyers must meet minimum income requirements.

Verification of monthly income will be done by providing the past two years of:
Tax returns (1040)

- 1099s for interest and dividends
- 1099-R for retirement income from qualified plans and annuities
  SSA-1099 Social Security Benefits Statements
- Brokerage statements and current interim statements

Proof of $25,000 in assets can be done in any one of the following ways:

- Six months of bank statements showing a least $25,000 on deposit for the full six-month time period
- If your offer is not contingent upon the sale of another home, then a recent property tax bill that shows the assessed value of the home
- If your offer is contingent upon the sale of another home a copy of the escrow instructions and a copy of the current year property tax bill that shows the assessed value of the home will also satisfy this requirement

A copy of passport, or driver's license and birth certificate.

- This is proof that you are at least 55 year of age

An original doctors letter stating that you are able to live independently. Must be written on doctor's letterhead. A prescription pad is not acceptable.

- The per person membership fee in 2016 is $2595.

Fill out a membership application and have an interview with the Mutual Board.

- The buyer must physically appear at an interview with the mutual director. This will take place approximately 7 to 10 days after the offer has been accepted by the seller

Receiving keys to the unit after the escrow has closed:

- Escrow will make an appointment for all of the buyers (not just one) to personally (no one else can do this) pick up the keys to the unit at Stock Transfer.
- Appointments can only be made from Monday through Friday between the hours of 9am and 3pm. They do not work weekends.
- The buyer must provide proof of a monthly income that is at least four (4) times greater than the monthly mutual fee plus 1/12th of annual property taxes (based on 1.2% of the sales price).

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What is the minimum age to move into the community?
In accordance with Section 51.3 of the California Civil Code, effective January 1, 1985, at least one person occupying a unit must be 55 years of age to qualify for occupancy. Co-occupants must be at least 45 years of age except if a spouse, medical or financial care provider.

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What are the ownership/residency requirements?
Qualified Permanent Resident (exception to the 55 years of age requirement).
Persons under the age of 55 who can purchase with and reside in Leisure World with a person who is over 55 year of age.

- A spouse can be of any age
- A non-spouse must be at least 45 years of age
- Must meet the same income and cash assets as the primary owner
- Must provide a doctor's letter stating they are able to live independently
- Must provide a passport or birth certificate and driver's license
- Fill out a membership application and have an interview with the Mutual Board One-time membership fee in 2016 is $2595.

Non-Owner Co-Occupant

- Must provide identification show that they are at least 55 years of age
- Must attend the interview with the owner.
- Pay one time membership fee.

- One-time membership fee in 2016 is $2595 + $50 processing fee.
- Resides with a resident, but they do not have any rights of ownership.
- Must vacate the premises within 90 days of the death or hospitalization of resident.

Non Resident Co-Owner

- Title can be taken with one beneficiary
- This allows for the transfer of ownership upon the death of any of the persons within the title to the next person or persons on the title, without benefit of a probate proceeding
- The Nonresident Co-Owner is a beneficiary status only and does not come with any membership rights or privileges or right of residency

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Upon the demise of an owner, what happens to his/her apartment?
It all depends upon how the title is held. This is a very complex question, and is best answered by legal counsel. Any sale or transfer of ownership must be approved by the Mutual's Board of Directors.

For more information, please call Stock Transfer @ (562) 431-8556.

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Can the units be remodeled?
Yes, with the approval of the mutual Board of Directors, the city of Seal Beach and the Golden Rain Foundation.

- Only licensed and insured contractors may be used.
- A list is available in the Physical Properties office.

Remodeling includes:

- Changes to the structure, inside and outside, in the patio or in the garden areas.
- All electrical work will require approval.
- Once remodeled, the owner assumes full responsibility for all repairs to the non-conforming additions or alterations. This also applies to all non-standard

appliances.

Can units be rented?

- Mutual 1, 2, 3, 5 – 12 and 14 – 16 do not allow units to be rented
- Mutual 4 allows 90 day rentals only to other owners who are remodeling their units and need housing until the remodeling is finished
- Mutual 17 allows only 10% of the 127 units to be leased on a year to year basis.

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Are there any medical facilities included in the community?
Yes, there are. The Health Care Center is located inside the community and features a full-service pharmacy, an on-site clinical laboratory, radiology services and a well-equipped physical therapy department. Services include geriatric medicine, gastroenterology, dermatology, geriatric optometry, psychiatry, orthopedics, urology, podiatry, general surgery, gynecology, rheumatology, ophthalmology, cardiology, pain management and internal medicine.

The Health Care Center also offers social services, 24-hour nursing, optical dispensing and 24-hour ambulance service. For added security, a service called Lifeline is available from the Golden Age Foundation, for a nominal fee per month. In case of emergency, this device can be used to alert members of the medical staff who will come to your immediate need.

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Are transportation services available in the community?
Yes, we have a fare-free mini-bus transportation system which services all areas of the planned community and the nearby shopping center every day. Transportation on the wheelchair mini-bus is also available by reservation. Other transportation services available include a no-fare, 37-passenger bus to-and-from The Shops at Rossmoor and Old Ranch Town Center; charter busses departing from the Amphitheater; courtesy transportation from several hospitals outside the community; and Orange County Transit District.

To view our LW Minibus schedule, click here.

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Are there parking facilities for my vehicle(s)?
Each unit is assigned one parking stall with a small storage space. There is parking on some streets in the community, as well as temporary parking for recreational vehicles in a designated area.

For more information, please call the Security Department @ (562) 594-4754.

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Where can the new buyer park their recreational vehicle?
Please e-mail howardc@lwsb.com to be added to the waiting list. Click here for more information.

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Where can guests park recreational vehicles?
Obtain permission from the security office for temporary parking.

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Are pets permitted in the community?
Pets are permitted in the community subject to the rules and policies of the Mutual Corporations. These rules and policies include, for instance, a limit to the number of pets per apartment, a maximum weight limit per pet and a current city pet license.

If you have any questions or comments regarding pets, please contact us at (562) 431-6586, ext. 346, or e-mail us at grf@lwsb.com.

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Are guests permitted to have lengthy stays in the community?
Yes, guests are permitted to visit shareholders and residents in the community. The governing policy states that guest visits are limited to a maximum of 60 days per calendar year and only while shareholders and residents are in residence. Guests may not bring pets into the community.

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Are there existing apartments for sale?

Yes, there is an on-site sales office that offers many units for sale. The on-site sales office features a map showing the available apartments in the community. The on-site Sales office is located inside our community at 1901 Golden Rain Road, Seal Beach, CA, (562) 598-1388, e-mail lwonsite@aol.com. The office is open seven days a week from 9:00 a.m. to 5:00 p.m.

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Community Map
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New Buyer Information
- Helpful Questions
- Monthly Fees

Seal Beach
- City of Seal Beach
- SB Chamber of Commerce

What's Nearby

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Budget Variance Report - December 2017
IT Services - CC 34

Acct #	Description	Y-T-D Actual	Y-T-D Budget	Budget Variance
	Expenses - Information Technology			
6100000 34	Salaries & Wages - Info Technology	140,108	133,791	(6,317)
6140000 34	Employment Taxes - Info Technology	10,663	10,393	(270)
6142000 34	Workers' Compensation - Info Technology	852	1,324	472
6143000 34	Group Insurance - Medical - Info Technol	17,099	17,988	889
6143300 34	Group Insurance - Dental - Info Technolo	371	372	1
6143500 34	Group Insurance - Vision - Info Technolo	239	276	37
6144000 34	401(k) Match - Info Technology	2,569	3,761	1,192
6145000 34	Group Insurance - Life - Info Technology	663	612	(51)
6146000 34	Long Term Disability Insurance - Info Te	529	708	179
6211000 34	Continuing Education - Info Technology	296	250	(46)
6215000 34	Mileage - Info Technology	0	50	50
6410000 34	Office Supplies - Info Technology	397	360	(37)
6410010 34	Hospitality - Info Technology	73	240	167
6410015 34	Computer Supplies - Info Technology	5,841	6,000	159
6410030 34	Printer / Copier Supplies - Info Technol	361	660	299
6422000 34	Telephone - Info Technology	600	0	(600)
6438000 34	Other Professional Fees - Info Technolog	79,818	108,924	29,106
6444000 34	Equipment Rental - Info Technology	1,311	1,344	33
6472000 34	Equipment Repair & Maintenance - Info Te	0	480	480
6478000 34	Service Contracts - Info Technology	28,299	14,831	(13,468)
6481000 34	Computer Maintenance & Software - Info T	73,831	42,482	(31,349)
6485500 34	Record Retention - Info Technology	1,866	1,800	(66)
6951000 34	Committee Discretionary Expense - Info T	0	1,000	1,000
	Total Expenses	365,786	347,646	(18,140)
	Other Cost Recovery			
5385000 34	Other Income - Info Technology	1,548	1,548	0
	Total Other Cost Recovery	1,548	1,548	0
5330000 34	Income / Refund from Mutuals - Info Tech	346,098	346,098	0
	Total Cost Recovery	347,646	347,646	0

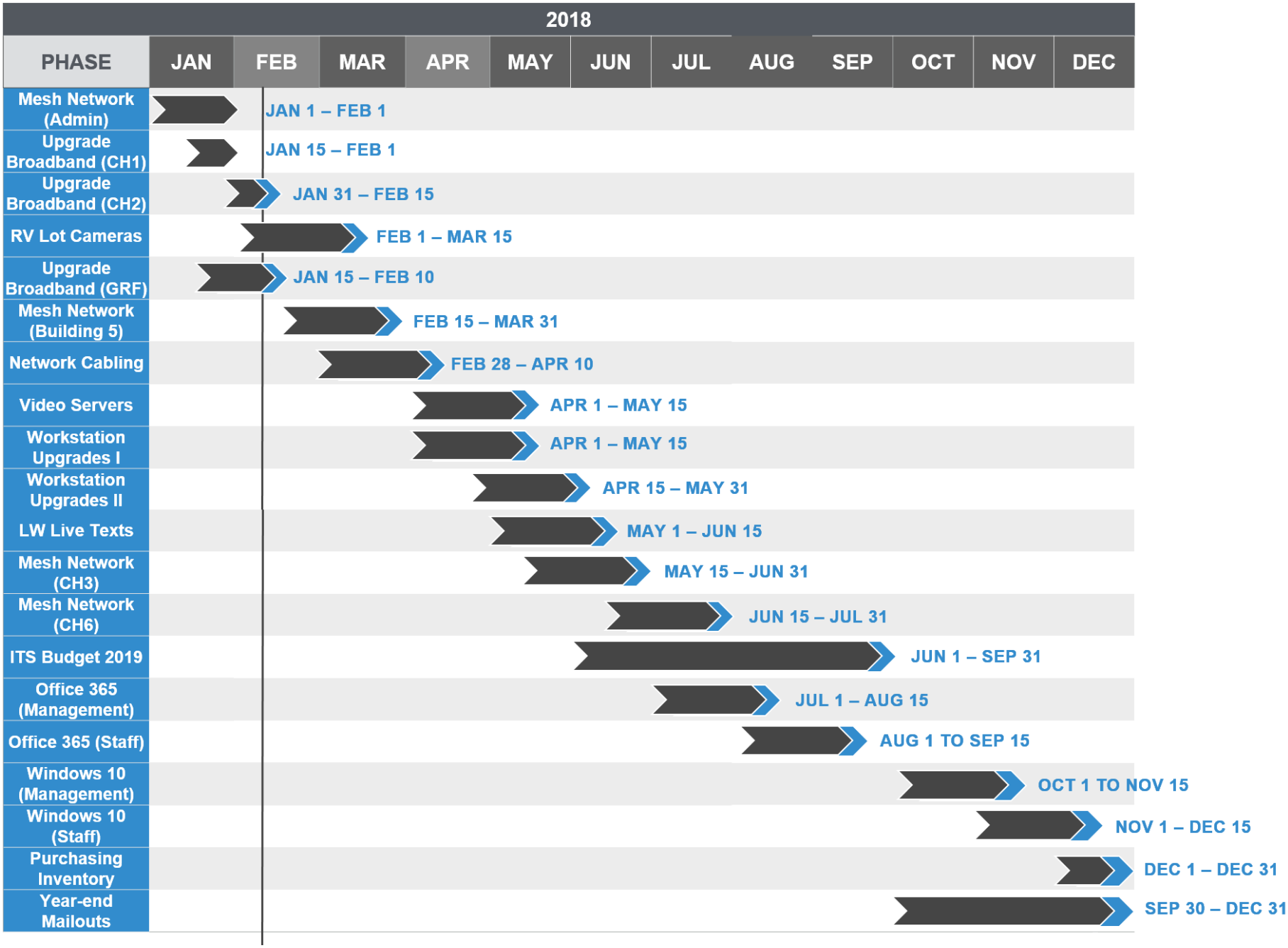
Budget Variance Report - December 2017
IT Services - CC 34

GL Code	Account Description	Variance	Explanation
6410000	Salaries & Wages	(6,317)	Unfavorable - bonus and salary increased approved after adoption of budget
6438000	Other Professional Fees	29,106	Favorable - Switched from Technijian to Fully Functional Technology.
6478000	Service Contracts	(13,468)	Unfavorable - Monthly invoice for TelePacific ($1,055) and FTS ($1,425)
6481000	Computer Maintenance/Software	(31,349)	Unfavorable - Server upgrade project. Non-budgeted funds approved by BOD on July 17th, 2017.
6951000	Non-Budgeted Expenses	1,000	Favorable - $1,000 non-budgeted expenses for 2017
	Total Explained Variances	**(21,028)**	

2018 ITS PROJECT TIMELINE

STARTED

TO BE COMPLETED



Website Contacts

33 total contacts | 5 sales leads | 15 community inquiries

Date Submitted	Name	Message
1/29/2018	Tony DeBano	I would like to know the minimum financial qualifications for eligibility to purchase in LWSB I was told that you are looking for a minimum monthly income equal to 3 times the HOA +Taxes + Insurance due on the unit. Please advise as to any other requirements you may have beyond that Thank you, Tony Debano
1/27/2018	Pat Lay Wilson	I'm happy to report that my submission for Chicken Soup for the Soul -- Miracles and More, has been accepted and printed this month. The story is called "The Quiet Voice," which you printed last week in the News. Apparently there are "thousands" of submissions to the publisher, and I was very happy to learn that my story appears in the new book. Pat Lay Wilson
1/26/2018	Linda Esvang	Prefer an email relationship. I am relocating back to SOCAL from NV. I have been investigating Leisure World. I see that most available units are old and out dated. To help in my search I would like to know the following: I understand that there are hidden fees as part of residency at Leisure World. For example a yearly community fee as well as monthly HOA fees. Please provide details what these fees support. For example does HOA include water etc. Do the units have water lines for refrigerators with ice makers? Do the units have washer/dryer connections? Does the community have storage units? Is there any covered parking? Are small pets allowed? Does HOA have to approve internal upgrades such as kitchens/bathrooms? I am arriving in the area on March 2 for several days and would like to see some of the units.
1/23/2018	Audra Meyer-hofer	Hi! My children attend Lee Elementary in Los Alamitos, and we are having our annual fund-raising Auction March 23rd at Old Ranch Country Club. We are looking for unique donations to put up for auction to raise money for the ever-changing technology needs at our school. I understand that you have several clubs and art communities within Leisure World. My son's friend's grandmother lives in Leisure World and mentioned this to me last year. I encouraged her to donate a 'Rain Chain', that she made from polished stone she made in one of your craft areas, to our auction last year. It was a big hit! I wonder if there are other folks within your community who would like to donate some of their arts or crafts to our auction? We need help! This, year, we parents have to come up with over $100,000 to cover a full-time computer science teacher salary, a part-time media-center aide's salary, as well as update our aging technology in the classroom and around campus. These are costs that the district is unable to cover at this time, and would go unfunded without the parents'

Date Submitted	Name	Message
		contributions. So - we are asking anyone and everyone that we can think of to help! May I send you via email our auction paperwork and ask you to send out and post this information around your campus? I would love to send it to you before the end of this week in order to give folks time to prepare and get their donations in before our March 2nd printing deadline for the auction book. Please contact me at audrameyerhofer@yahoo.com if you feel that this is something you can ask of your community. Sincerely, Audra Meyerhofer
1/23/2018	Stu Simone	I'd like to be connected with the ENTERTAINMENT Director (or whoever books the Amphitheater.) I played there last year, and would like to book my other band there this year. Very nice venue!
1/23/2018	D Kim Clayton	Hello Leisure World, I don't know whom I should contact at Leisure World - Seal Beach. I used to bring groups every couple of years to perform for your residents. There was an elderly gentleman named Walter that was always our contact and organizer. I fear that he has passed away or is unable to anymore. We have always had a tremendous time at your facility with your residents. In fact, we've performed there 3-4 times and loved it each time. As stated, I do not know who I should contact now. However, if this is something you would like to look at, please contact me or have the appropriate person do so. As a refresher, we are from Salt Lake City, Utah. This is a youth singing and dancing organization from Clayton Productions. We love the opportunity to offer service performances for youth like yours. The performance is FREE. It is an act of service. If you need additional information to refresh your memory, I can certainly send something. Also, feel free to visit our website at: www.claytonproductionsonline.com
1/23/2018	Michele Hermet	My name is Michele Hermet, I represent author Lee Livingston who wrote the memoir "In the Rearview Mirror." Highly praised by IndieReader as "A must read for the babyboomer generation", the book reached the top 2% sales on Amazon over the holidays and had many great reviews on Amazon and GoodReads, in particular from senior readers! Lee Livingston will be on a book tour the first four months of this year and would like to include Leisure Village on his trip. Could you please let me know who we may contact to further discuss this project? Looking forward to hearing from you! Michele Hermet carthayfilms@gmail.com | www.intherearviewmirrorbook.com
1/22/2018	Zoe Kennedy	Hi, I'm a high school student from Saint Anthony's Catholic High School, and I have an interest in volunteering at Leisure World for my high school requirement of service hours. Do you have any opportunities that offer service hours? Thank you.

Date Submitted	Name	Message
1/18/2018	Merle Francis	I'm interested in if you would have any information that might help me. My grandmother was married there back in the 1960s. I remember that it was the first wedding there. My Grandmother's name was Genivieve Daugherty and her husband's last name was either MacKinley or McKinley. The reason I am asking is because I remember it was published in Life Magazine and there's pictures of myself and my family. I am interested in getting a copy of the issue that it was in. If there is anything you can do to help me find out the information I would truly appreciate it. I'm now 64 years old and I would like to be able to have as much history to pass down to other family members. Thank you Merle Francis
1/12/2018	Jill Swaim	Dear Leisure World Seal Beach Program Director, I have presented at many Senior Communities in San Diego, Orange, Riverside and Los Angeles Counties and feel that these presentations went quite well. I would be happy to come to your community and present as well. Here is some information on Road Scholar, the presentation, and my contact information. I hope that you might consider a Road Scholar talk in the future. Road Scholar would like to offer a unique and complimentary programming opportunity to you and your residents. I am a member of the Road Scholar volunteer speakers' bureau, the Ambassador Program. We are a group of seasoned Road Scholar participants who volunteer our time to give informative and enthusiastic presentations about the educational travel adventures available through Road Scholar. Road Scholar is the name for the programs created by Elderhostel, Inc., the world's leading not-for-profit educational travel organization providing learning opportunities specifically for adults. Each year 100,000 participants join us in 5,500 programs across the United States and 150 countries. As a not-for-profit organization, we are committed to being the preeminent provider of high-quality and affordable educational opportunities for adults. In Road Scholar's early days, interest was spread rapidly through word-of-mouth, from one friend to another. As Road Scholar Ambassadors, we continue this tradition today by sharing Road Scholar with the people in our communities. As a service to you, I would be happy to make a presentation for your community. To arrange for a Road Scholar presentation, please call me at 760-637-5370 or e-mail me at jswaim1@aol.com. If you would like to learn more about Road Scholar and the Ambassador Program, please visit the Road Scholar website at www.roadscholar.org. Sincerely, Jill Swaim jswaim1@aol.com Road Scholar Ambassador

Date Submitted	Name	Message
1/10/2018	Robert Ruder-man	I have been diagnosed with Parkinson's disease, and I am trying to solve some possible future problems while I still can. At the present time I am thinking about caregivers and assuming I will need some help at some time. Regarding Leisure World; Is there a policy about Caregivers? Is there a list of companies providing caregivers in LW. Are there suggested payment amounts for particular practices? Regarding Taxes; Do I have to file something with the Federal government? Am I responsible for withholding taxes? Is it necessary to file if the caregiver is related to me? I appreciate any help you can provide. Thank you.
1/10/2018	Steven Lindell	With my urging, my father recently purchased a LW property. As a gift, I would like to purchase a lifeline subscription for him. But I can't find anywhere on your website to sign up for it. If you could kindly direct me to where I could sign him up that would be appreciated.
1/10/2018	Augustin Alvarado	Good Morning, My name is Augustin Alvarado, I'm the National Sales Rep. for Jan-San with X-Power Mfg. X-Power is a global leader in manufacturing powerful, efficient and intelligent air movers, air scrubbers and dehumidifiers. Our equipment is being used in many sectors for all drying needs. We have Pro-Tools that can be a total solution for water damage problems. Would like to email some information to show you how our units will save you money by not outsourcing water damaged problems to contractors. Hotels, nursing homes are now able to use our equipment and avoid costly water damage the companies are charging. Please reach out to me with any questions. Best, Augustin Alvarado
1/8/2018	Bobbi Platler	Is there a community group called The Wise Men? What do they do? How to contact them.

TRAFFIC & PAGE VIEWS

UNIQUE VISITORS

14,300

(+2,100)

TOTAL VISITS

21,000

(+3,300)

PAGES VIEWED

86,600

(+16,400)

MOST POPULAR PAGES

1. Newspaper (33%)
2. Mutual Policies (14%)
3. GRF Policies (9%)
4. Committees (8%)
5. On Site Sales (7%)
6. Announcements (6%)
7. Mutual Websites (6%)
8. New Buyer Info (6%)
9. FAQ (6%)
10. Events Calendar (5%)

CONSTANT CONTACT

 # OF CONTACTS

4107

 # OF CAMPAIGNS

11 e-mails sent (29% open rate)

Budget Variance Report - December 2017
News – CC 36

Acct #	Description	Y-T-D Actual	Y-T-D Budget	Budget Variance	Annual Budget
	Expenses - News				
6100000 36	Salaries & Wages - News	378,535	392,191	13,656	392,191
6101000 36	Commissions - News	36,563	42,000	5,437	42,000
6140000 36	Employment Taxes - News	33,296	34,900	1,604	34,900
6142000 36	Workers' Compensation - News	3,534	4,563	1,029	4,563
6143000 36	Group Insurance - Medical - News	37,496	51,132	13,636	51,132
6143300 36	Group Insurance - Dental - News	1,668	1,500	(168)	1,500
6143500 36	Group Insurance - Vision - News	828	912	84	912
6144000 36	401(k) Match - News	10,710	12,555	1,845	12,555
6145000 36	Group Insurance - Life - News	1,417	1,968	551	1,968
6146000 36	Long Term Disability Insurance - News	1,613	2,304	691	2,304
6211000 36	Continuing Education - News	360	2,000	1,640	2,000
6213100 36	Temporary Agency Fees - News	4,795	0	(4,795)	0
6214000 36	Meals & Special Events - News	0	500	500	500
6215000 36	Mileage - News	0	210	210	210
6410000 36	Office Supplies - News	1,173	2,784	1,611	2,784
6410005 36	Building Supplies - News	60	0	(60)	0
6410010 36	Hospitality - News	47	225	178	225
6410015 36	Computer Supplies - News	2,345	450	(1,895)	450
6410020 36	Equipment Expense - News	1,343	1,600	257	1,600
6410030 36	Printer / Copier Supplies - News	3,646	2,100	(1,546)	2,100
6420100 36	Electricity - News	7,341	6,698	(643)	6,698
6435100 36	Bank Service Fees - News	9,292	8,300	(992)	8,300
6444000 36	Equipment Rental - News	1,509	1,521	12	1,521
6471000 36	Building Repair & Maintenance - News	33	0	(33)	0
6472000 36	Equipment Repair & Maintenance - News	0	500	500	500
6478000 36	Service Contracts - News	42	384	342	384
6481000 36	Computer Maintenance & Software - News	6,983	4,440	(2,543)	4,440
6482000 36	Dues, Memberships & Books - News	5,922	5,040	(882)	5,040
6483500 36	Newspaper Distribution - News	126,999	117,200	(9,799)	117,200
6483515 36	Newspaper Printing - News	205,066	215,596	10,530	215,596
6483520 36	Telephone Book Printing - News	14,186	16,512	2,326	16,512
6483525 36	Navigator Book Printing - News	0	11,246	11,246	11,246
6483530 36	Amphitheater Spotlight Printing & Distr.	6,266	9,778	3,512	9,778
6483535 36	Calendar Printing & Distribution - News	7,755	9,778	2,023	9,778
6483540 36	Newspaper Specialty Printing - News	0	2,800	2,800	2,800
6731000 36	Property & Liability Insurance - News	16,350	19,589	3,239	19,589
6910000 36	Uncollectible Customer Receivables - New	1,725	0	(1,725)	0
6951000 36	Committee Discretionary Expense - News	1,000	1,000	0	1,000
	Total Expenses	929,901	984,276	54,375	984,276
	Other Cost Recovery				

Budget Variance Report - December 2017
News – CC 36

Acct #	Description	Y-T-D Actual	Y-T-D Budget	Budget Variance	Annual Budget
5385000 36	Other Income - News	355	500	(145)	500
5541000 36	Sales Discounts Net 10 - News	(544)	(90)	(454)	(90)
5611000 36	Late Charges - News	1,172	0	1,172	0
5731000 36	Classified Advertising - News	46,916	60,186	(13,271)	60,186
5731500 36	Display Advertising - News	695,525	760,361	(64,836)	760,361
5732000 36	Navigator Book Income - News	0	32,738	(32,738)	32,738
5732100 36	Amphitheater Spotlight Ad Income - News	18,790	28,000	(9,210)	28,000
5732200 36	Bus Cling/Wrap Ad Income - News	46,400	32,880	13,520	32,880
5732210 36	Calendar Advertising - News	11,000	10,000	1,000	10,000
5732300 36	Newspaper Specialty Promos - News	0	5,000	(5,000)	5,000
5732400 36	Newspaper Front Footer Ad Income - News	9,800	7,200	2,600	7,200
5732500 36	Telephone Book Income - News	55,140	58,364	(3,224)	58,364
	Total Other Cost Recovery	884,553	995,139	(110,586)	995,139
5330000 36	Income / Refund from Mutuals - News	(10,863)	(10,863)	0	(10,863)
	Total Cost Recovery	873,690	984,276	(110,586)	984,276
	Net Income / (Expense) Before Off Budget	(56,211)	0	(56,211)	0
	Off Budget Items				
8110000 36	Depreciation Expense - News	5,492	0	(5,492)	0
	Total Off Budget Items	5,492	0	(5,492)	0
	Net Income / (Expense)	(61,703)	0	(61,703)	0

Budget Variance Report - December 2017
News - CC 36

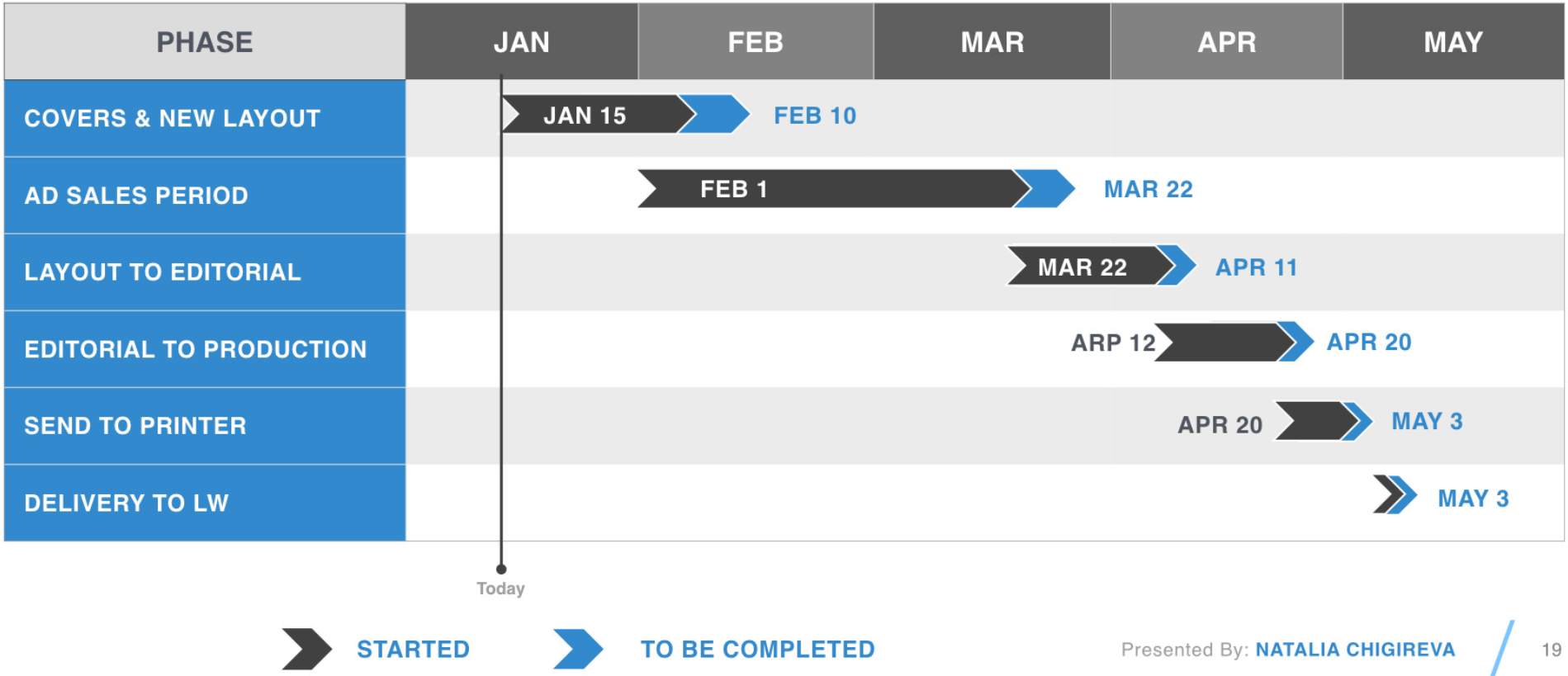
GL Code	Account Description	Variance	Explanation
610XXXX	Salaries, Wages & Commissions	19,093	Favorable - Publication Manager vacant position.
614XXXX	Employment taxes / benefits	19,188	Favorable - Publication Manager vacant position.
6213100 36	Temp. Agency Fees - News	-4,795	Unfavorable - Paid for Temp for the ID Renewal Project. Not budgeted.
6483500 36	Newspaper Distribution	-9,799	Unfavorable - Unbudgeted additional inserts and rate increase.
6483515 36	Newspaper Printing - News	10,530	Favorable - Budgeted for increased rate. New rate not yet implemented.
6483525 36	Navigator Book Printing	11,246	Favorable - Negotiated better price with printer.
6483530 36	Amphitheater Spotlight Printing & Distr.	3,512	Favorable - Budgeted for increased rate. New rate not yet implemented.
5731000 36	Classified Advertising	-13,271	Unfavorable - Vacant Sales position.
5731500 36	Display Advertising - News	-64,836	Unfavorable - Vacant Sales position.
5732000 36	Navigator Book Income	-32,738	Unfavorable - Publication wasn't produced.
5732100 36	Amphitheater Spotlight Ad Income - News	-9,210	Unfavorable - This number should be favorable because revenue for Sponsorships is included in this GL Code on the budget, but it's not being shown here. To date we've sold $27,981 in Sponsorships that is split with the Recreation Dept. We are also still selling these.
5732200 36	Bus Cling/Wrap Ad Income - News	13,520	Favorable - Price Increase on the bus signs.
5732300 36	Newspaper Specialty Promos - News	-5,000	Unfavorable - Vacant Sales position.
5732500 36	Telephone Book	-3,224	Unfavorable - Not as many interested vendors this year.
	Total Explained Variances	-65,784	

2018 PUBLICATIONS TIMELINE

PUBLICATION	DELIVERY	AD SALES PERIOD
MINI-BUS SCHEDULE 2018	4th Week, January 2018 / As needed	As needed
TELEPHONE DIRECTORY 2019	1st Week, February 2019	August 1 - December 31, 2018
LW MAPS 2019	1st Week, February 2018	June 1 - January 31, 2019
MARKETPLACE - EASTER	2nd Week / March 15, 2018	February 1 - March 12, 2018
MARKETPLACE - MOTHER'S DAY	5th Week / April 30, 2018	February 1 - April 23, 2018
SPOTLIGHT MAGAZINE 2018	May 3rd, 2018	February 1 - March 22, 2018
2019 LW CALENDAR	1st Week, December 2018	September 1 - November 30, 2018

Presented By: NATALIA CHIGIREVA

2018 SPOTLIGHT PRODUCTION TIMELINE



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