



## COMMUNICATIONS COMMITTEE MINUTES

March 8, 2018

The Communications Committee meeting was held on Thursday, March 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  
                         Mr. S. McGuigan

Absent:             Ms. L. Stone, Ex-Officio

Also Present:      Mr. R. Ankeny, Executive Director  
                         Ms. N. Chigireva, Director of Communications & Technology  
                         Mr. D. Fabian, ITS Systems Analyst  
                         Ms. K. Lukina, Communications OPS Coordinator  
                         Mr. B. Lukoff, GRF Treasurer  
                         Ms. S. Hopewell, GRF Representative, Mutual Six  
                         Ms. R. Winkler, GRF Representative, Mutual Ten  
                         Mrs. C. Damoci, GRF Representative, Mutual Twelve  
                         Two Shareholders/Members

By unanimous consent, the Chair declared the reading of the quorum notification is 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 April 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, Katya Lukina.

Chair Gould asked everyone to be respectful to one another, and keep side bar conversations to the minimum.

### **APPROVAL OF MINUTES**

The minutes of February 8, 2018 meeting were approved as written.

### **STAFF REPORTS**

#### **IT Systems Analyst**

The IT Systems Analyst spoke of variance reports, website comments and statistics, and ITS Projects Timeline as presented. Following a brief discussion, the Committee asked him to explore some other easier to read options for Timeline Projects.

The Executive Director spoke of a survey to be conducted through LW Live on the upcoming townhome meeting in regards to LW Swimming Pool, to determine how many Members are interested in this project.

#### **Executive Director**

The Executive Director stated that the Foundation is exploring telephone music on hold, and asked the Committee to pick three instrumental songs to be rotated. Chair Gould stated that the Committee will come up with some suggestions, and address it further.

#### **Communications & Technology Director**

The Communications and Technology Director spoke of her reports as presented, and explained the variances. The Committee also discussed digital advertising.

### **SHAREHOLDER/MEMBER COMMENTS**

One shareholder/member spoke on FAQs.

## **CORRESPONDENCE**

### David Harlow – Political Ads in LW Weekly

Following a brief discussion, the Committee advised the Executive Director to seek a legal counsel on this issue, if necessary. The Committee concurred to send a letter to Mr. Harlow letting him know that this matter is under review, and further discuss this topic under Unfinished Business – Paid Political Ads.

## **UNFINISHED BUSINESS**

### Paid Political Ads. Policy 2811-36, GRF News Coverage of Candidates Running for GRF BOD or Public Office

The Committee reviewed Policy 2811-36, GRF News Coverage of Candidates Running for GRF BOD or Public Office, and agreed that it should be straightforward and written in clarity. Following a discussion, the Committee concurred to have the Chair present a revised version of Policy 2811-36, GRF News Coverage of Candidates Running for GRF BOD or Public Office, at the next scheduled meeting.

### Frequently Asked Questions (FAQs)

Following a brief discussion, the Committee agreed that current FAQs and the New Buyer Information should not represent GRF as a housing provider. The Committee concurred to remove FAQs and the New Buyer Information from LW website as inaccurate, pending further decision.

The Committee also concurred to have the Executive Director draft a notice on emergency action on this matter and send it to the Board for approval.

### Office 365

The IT Systems Analyst stated that Office 365 was approved by the Board at its last meeting. He also stated that he will send an email to Board Members in regards to installing Office 365.

### WebEx

The IT Systems Analyst stated that the annual subscription to WebEx has been purchased based on the Committee's verbal approval at its last meeting. He also stated that the training class will be held for Recording Secretaries and Committee members next month.

### Publication Management Software

The Director of Communications and Technology stated that new software has been approved by the Board at its last meeting as a non-budgeted expense. She also

presented a general timeline of the implementation process, scheduled for next month, and stated that the News personnel will undergo training on the new software.

### Axxerion

The Executive Director stated that Axxerion issues to resolve have been identified, and a decision on whether GRF will proceed with another property management software to replace Axxerion will be made by April 1<sup>st</sup>. He also stated that he is working with the IT Systems Analyst on looking into other providers, such as Dynamics 365 – a cloud based, user-friendly software with Microsoft products.

### Spotlight Magazine

The Director of Communications and Technology provided the Committee with estimate amounts collected towards Spotlight Magazine advertising and sponsorship.

### Phone Book

The Director of Communications and Technology stated that the phone book has been printed and distributed. She also provided the Committee with bus schedule cover options, to highlight the Transportation Department service over the decades. There was no action taken by the Committee on this matter at the time of the meeting.

### Website Redesign

The Director of Communications and Technology stated that the LW website will be restructured, and the launch date for its new version has been set for June 1<sup>st</sup>. The old version of LW website will still be available to the community for six months after the launch date.

### LW Map Redesign

The Executive Director stated that this project is on hold, and will be proposed again after the first fiscal quarter as a non-budgeted expense.

Following a brief discussion, the Committee concurred to further review this topic at the next scheduled meeting.

## **NEW BUSINESS**

### New Buyer Video

The Executive Director stated that GRF can't be represented as a housing provider and held responsible for information that may not comply with Mutual policies. Following a further discussion and review of the Welcome package on LW website, the Committee

concurred to temporarily remove slide #3 and fix the line #4 to read: “must use qualified contractors”, and change slide #15, line #3, to read as follows: “Mutual approval required for improvements.”

Chair Gould called for a break at 2:28 p.m. The meeting resumed at 2:40 p.m.

### Sales Brochure

The Director of Communications and Technology stated that the Leisure World Sales brochure will be redesigned to add value to the community. It will be used by the realtors to promote this community to outside buyers, and also be available on LW website.

### Vetting of Real Estate Ads

The Executive Director stated that this topic has been approached at the last Presidents’ Council meeting, with the consensus of GRF vetting all the ads in LW Weekly. Following a brief discussion, the Committee concurred not to vet real estate ads for LW Weekly.

## **POLICIES**

### Review:

#### Policy 2850-36, Display Advertising Commissions

Following a brief discussion, Mr. McGuigan MOTIONED, seconded by Mr. Stone -

**TO** mark Policy 2850-36, Display Advertising Commissions, as reviewed, and submit it to the Executive Committee for review and distribution.

The motion was carried unanimously by Committee members present.

#### Policy 2860-36, Advertising Rates

Following a brief discussion, the Committee concurred to cross out “Shareholders”, leaving “Members” only, change the “Publications Manager” to “Department head”, and review a revised Policy 2860-36, Advertising rates, at the next scheduled meeting.

#### Policy 2861-36, Advertising for Estate and Patio Sale

Following a brief discussion, the Committee concurred to change “Golden Rain News” to “LW Weekly”, mark as revised, and bring back the updated version of Policy 2861-36, Advertising for Estate and Patio Sale, to the next scheduled meeting.

Policy 2866-36, Bilingual Ads

Following a brief discussion, the Committee concurred to have the first paragraph read as following: “The LW Weekly will accept bilingual advertisements that are in accordance with the general advertising guidelines, and that meet the additional criteria”, change “Publications Manager” to “Department head” under #3, and replace “bilingual ad for any reason” with “any ad for any reason” under #4.

Following a further discussion, Chair Gould MOTIONED, seconded by Mr. Stone –

**TO** mark Policy 2866-36, Bilingual Ads, as amended, and send it to the Board for final approval.

The motion was carried unanimously by Committee members present.

Chair Gould also spoke of Laguna Woods’ calendar with center pages dedicated to all the clubs in the community, and proposed to further discuss it at the next scheduled meeting.

**SHAREHOLDER COMMENTS**

One shareholder spoke on LW website slides.

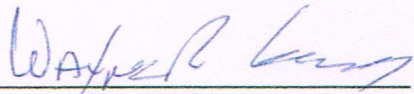
**COMMITTEE MEMBERS COMMENTS**

Six Committee members spoke on the proceedings of the meeting.

The Executive Director stated that if anyone is interested in becoming a Board member, a copy of the application is available in Stock Transfer Department.

**ADJOURNMENT**

Chair Gould adjourned the meeting at 3:30 p.m.

  
\_\_\_\_\_  
Wayne Gould, Chair  
COMMUNICATIONS COMMITTEE

KL 03-08-18