



COMMUNICATIONS COMMITTEE MINUTES

May 10, 2018

The Communications Committee meeting was held on Thursday, May 10, 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
Ms. P. Snowden, Vice Chair
Mr. R. Crossley
Mr. T. Dodero
Ms. I. Heinrichs
Mr. R. Stone
Ms. L. Stone, Ex-Officio

Absent: Mr. S. McGuigan

Also Present: Mr. R. Ankeny, Executive Director
Ms. N. Chigireva, Director of Communications & Technology
Ms. K. Lukina, Communications OPS Coordinator
Mr. B. Lukoff, GRF Treasurer
Mr. P. Pratt, GRF Representative, Mutual Two
Nine 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 Communications 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. The minutes of today's Board meeting will be presented to the

Board for approval following the approval of the committee meeting minutes in July 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; Director of Communications & Technology, Nataly Chigireva, 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 April 10, 2018 meeting were approved as written.

STAFF REPORTS

IT Systems Analyst

The Director of Communications and Technology spoke of variance reports, website comments and statistics, and ITS Projects Timeline as presented. She also stated that LW sales brochure is in the works and will be completed mid-summer.

Director of Communications & Technology

The Director of Communications and Technology spoke of her reports as presented. The Committee also discussed breaking down display advertising variance from the Budget Variance report for CC36.

Policy 2860-36, Advertising Rates

Following a brief discussion, Mr. Crossley MOTIONED, seconded by Mr. Stone –

TO add “other” under 2d, to read as follows: “Any other revenue producing medium (such as sponsorships, etc.)”, and recommend the Board to approve Policy 2860-36, Advertising Rates, as modified.

The motion was carried unanimously by Committee members present.

Policy 5581-36, News Credit Policy

Following a discussion, Mr. Crossley MOTIONED, seconded by Mr. Dodero –

TO forward Policy 5581-36, News Credit Policy, as amended, to the Board for approval.

The motion was carried unanimously by Committee members present.

Policy 2850-36, Advertising Commissions

Following a brief discussion, Mr. Stone MOTIONED, seconded by Mr. Dodero –

TO change “Golden Rain News” to “LW Weekly”, and approve Policy 2850-36 as amended.

The motion was carried unanimously by Committee members present.

Executive Director

The Executive Director provided the Committee with the updates on revenue from the annual report advertising, realtors’ report, and Spotlight. He also spoke of presenting more information on Dynamics software, and automatically updating emergency contact forms using Konica optical character recognition at the Committee’s next scheduled meeting.

SHAREHOLDER/MEMBER COMMENTS

Six shareholders/members spoke on the issue of paid political advertising in LW Weekly.

CORRESPONDENCE

David Harlow – Political Ads in LW Weekly

The Committee reviewed a piece of correspondence in regards to paid political ads in LW Weekly, and further discussed it under Unfinished Business – Paid Political Ads.

UNFINISHED BUSINESS

LWSB Website – Update

The Director of Communications and Technology provided the Committee with the update on LWSB website project.

GRF “On hold” Music

The Committee reviewed the list of 50s, 60s, and 70s hits as presented, and to be rotated 3-4 times a year.

Following a brief discussion, Ms. Snowden MOTIONED, seconded by Mr. Dodero –

TO accept the list of GRF on-hold music as presented.

The motion was carried unanimously by Committee members present.

Paid Political Ads

Following a discussion, Mr. Crossley MOTIONED, seconded by Ms. Heinrichs –

TO grant sixty days trial period to accept all paid political ads in LW Weekly, pending the Board's approval.

The motion failed with two "yes" votes (Crossley, Heinrichs) and five "no" votes (Gould, Snowden, Dodero, D. Stone, L. Stone).

Map Revision

The Director of Communications and Technology spoke of re-purposing LW map, while keeping it functional and easy to read. She also stated that this project is self-supporting, based on the advertising revenue.

Following a discussion, Mr. Dodero MOTIONED, seconded by Ms. Heinrichs –

TO approve up to \$1,000 of non-budgeted operational funds towards obtaining a professional sample of the artist's work – new LW map.

The motion was carried unanimously by Committee members present.

LW Social Media Presence

It was the consensus of the committee to discuss the addition of a new position to the IT Department to deal with social media and online presence of the community, at its July meeting. The Committee also concurred to have the Director of Communications and Technology draft a job description for the proposed position, and determine the title at a later time.

The Committee also discussed potential revenue streams including outdoor advertising, digital and video advertising, and merchandise with LW logo and design.

NEW BUSINESSCrime Report in LW Weekly

It was the consensus of the Committee to resume the publication of a categorized recap of the security report in LW Weekly on a monthly basis, along with security tips from the Security Services Director.

LW Weekly Copies and Distribution

The Committee discussed making adjustments to the number of printed LW Weekly and to distribution points, to make the paper more valuable. Following a discussion, it

was the consensus of the Committee to reduce the LW Weekly publication quantity to 8000 copies per week per staff's recommendation.

POLICIES

Review: Policy 2810-36, Community Submissions; Policy 2840.04-36, News Stories; Policy 5585-36, Advertising

It was an executive decision of the Committee to review Policy 2810-36, Community Submissions, Policy 2840.04-36, News Stories, and Policy 5585-36, Advertising, at the Committee's next scheduled meeting in July.

Chair Gould called for a break at 2:30 p.m. The meeting resumed at 2:42 p.m.

PRESIDENT'S COMMENTS

President Stone commented on the items pertaining to the Committee's area of purview throughout the meeting, and thanked Committee members and staff for their work.

SHAREHOLDER/MEMBER COMMENTS

Three shareholders/members spoke on holding a community survey on paid political advertising in LW Weekly.

COMMITTEE MEMBERS COMMENTS

Five Committee members spoke on the proceedings of the meeting.

ADJOURNMENT

Chair Gould adjourned the meeting at 3:50 p.m.



Wayne Gould, Chair
COMMUNICATIONS COMMITTEE