



COMMUNICATIONS COMMITTEE

Agenda

Thursday, July 12, 2018

Administration Conference Room, 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
Linda Stone, GRF President
Randy Ankeny, Executive Director
Nataly Chigireva, Director of Communications and Technology
Katya Lukina, Communications OPS Coordinator
 - b. Rules of Order
 - c. Chair's Report
 - d. Appointment of Vice-Chair
- 4. Approval of Minutes**
 - a. Minutes of May 10, 2018 (pp. 1-5)
- 5. Staff Reports**
 - a. Director of Communications and Technology
 - i. Budget Variance/Sales Report (pp. 6-8)
 - ii. 2019 Budget Planning
 - iii. Revised Distribution Expenses: Newspaper Inserts (pp. 9-10)
 - b. Executive Director
- 6. Shareholder/Member Comments – Agenda Items Only**
(Limited to 3 minutes per person)
- 7. Unfinished Business**
 - a. Revision of Previous LW Weekly Issues
 - b. LW Map Revision
 - c. LW Social Media Presence
- 8. New Business**
 - a. The Production Calendar for 2018-2019

9. President's Comments

10. Shareholders/ Members Comments

(Limited to 3 minutes per person)

11. Committee Members Comments

12. Next Meeting

August 9, 2018, 1:00 p.m.

Administration Conference Room

13. Adjournment



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 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. 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 BUSINESS

Crime 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

KL 05-10-18

Budget Variance Report - May 2018 News - CC 36

<u>GL Code</u>	<u>Account Description</u>	<u>Variance</u>	<u>Explanation</u>
6100000 36	Salaries & Wages - News	2,501	Favorable - Due to an employee long sickleave
6140000 36	Employment Taxes - News	2,462	Favorable - Changes in the State Tax Policy
6143000 36	Group Insurance - Medical - News	1,464	Favorable - Group insurance price was negotiated in favor
6211000 36	Continuing Education - News	1,600	Favorable - No Budget was used for education yet
6481000 36	Computer Maintenance & Software - News	(6,001)	Unfavorable - Annual Fee for Adobe Creative Cloud Licenses for Department (Budget is \$6000 Annual)
6483515 36	Newspaper Printing - News	1,503	Favorable - Budgeted Pricing Increase not implemented yet
6483520 36	Telephone Book Printing - News	1,231	Favorable - Budgeted Pricing Increase not implemented yet
5731500 36	Display Advertising - News	(36,390)	Unfavorable - Advertisement reimbursements to clean up accounts left by previous employee, overbudgeted line item and declining interest in print advertising in general
5732200 36	Bus Cling/Wrap Ad income	1,800	Favorable - Item is more popular among advertisers than anticipated
5732600 36	Newspaper Front Footer Ad income	4,900	Favorable - Item is more popular among advertisers than anticipated
5732500 36	Telephone Book Income - News	(11,975)	Unfavorable - Rapidly declining interest in printed ads
	Total Explained Variances	<u>(36,905)</u>	

P.O. Box 2069
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May Actuals	May Budget	Budget Variance	Acct #	Description	Y-T-D Actual	Y-T-D Budget	Budget Variance	Annual Budget
Expenses - News								
35,746	36,317	571	6100000 36	Salaries & Wages - News	169,611	172,111	2,501	412,119
2,969	3,701	732	6101000 36	Commissions - News	16,256	17,539	1,283	42,000
2,861	2,941	80	6140000 36	Employment Taxes - News	15,059	17,521	2,462	36,956
330	427	97	6142000 36	Workers' Compensation - News	1,480	2,135	655	4,001
3,646	3,705	59	6143000 36	Group Insurance - Medical - News	17,061	18,525	1,464	44,460
58	117	59	6143300 36	Group Insurance - Dental - News	584	585	1	1,404
62	68	6	6143500 36	Group Insurance - Vision - News	292	340	48	816
709	1,016	307	6144000 36	401(k) Match - News	3,907	4,815	908	11,530
90	172	82	6145000 36	Group Insurance - Life - News	(22)	860	882	2,064
130	200	70	6146000 36	Long Term Disability Insurance - News	547	1,000	453	2,400
0	0	0	6211000 36	Continuing Education - News	0	1,600	1,600	1,600
0	0	0	6213100 36	Temporary Agency Fees - News	1,068	0	(1,068)	0
0	0	0	6214000 36	Meals & Special Events - News	31	0	(31)	0
48	240	192	6410000 36	Office Supplies - News	557	1,200	643	2,880
0	0	0	6410005 36	Building Supplies - News	75	0	(75)	0
25	0	(25)	6410010 36	Hospitality - News	105	75	(30)	225
0	200	200	6410015 36	Computer Supplies - News	320	400	80	1,550
0	0	0	6410020 36	Equipment Expense - News	0	1,200	1,200	1,200
133	535	402	6410030 36	Printer / Copier Supplies - News	1,107	1,605	498	3,745
339	635	296	6420100 36	Electricity - News	1,645	2,937	1,292	7,561
557	1,445	888	6435100 36	Bank Service Fees - News	2,961	4,238	1,277	10,649
109	112	3	6444000 36	Equipment Rental - News	544	560	16	1,564
0	0	0	6472000 36	Equipment Repair & Maintenance - News	0	0	0	500
3	1	(2)	6478000 36	Service Contracts - News	12	7	(5)	22
346	0	(346)	6481000 36	Computer Maintenance & Software - News	6,001	0	(6,001)	6,000
407	267	(140)	6482000 36	Dues, Memberships & Books - News	1,508	1,335	(173)	3,204
9,993	13,095	3,102	6483500 36	Newspaper Distribution - News	56,240	56,920	680	135,124
20,839	17,966	(2,873)	6483515 36	Newspaper Printing - News	88,327	89,830	1,503	215,596
0	0	0	6483520 36	Telephone Book Printing - News	12,955	14,186	1,231	14,186
0	0	0	6483525 36	Navigator Book Printing - News	0	0	0	11,246
0	0	0	6483530 36	Amphitheater Spotlight Printing & Distr.	0	0	0	7,500
0	0	0	6483535 36	Calendar Printing & Distribution - News	0	0	0	9,000
0	0	0	6483540 36	Newspaper Specialty Printing - News	0	0	0	2,400
0	0	0	6483550 36	Map Printing - News	4,875	4,250	(625)	4,250
1,385	1,605	220	6731000 36	Property & Liability Insurance - News	6,925	8,025	1,100	19,263
0	0	0	6910000 36	Uncollectible Customer Receivables - New	82	0	(82)	0
0	0	0	6951000 36	Committee Discretionary Expense - News	0	0	0	1,000
80,784	84,765	3,981		Total Expenses	410,117	423,799	13,682	1,018,015
Other Cost Recovery								

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May Actuals	May Budget	Budget Variance	Acct #	Description	Y-T-D Actual	Y-T-D Budget	Budget Variance	Annual Budget
64	20	44	5385000 36	Other Income - News	188	105	83	300
0	0	0	5413100 36	Gain / Loss on Equipment - News	142	0	142	0
(32)	(22)	(10)	5541000 36	Sales Discounts Net 10 - News	(206)	(149)	(57)	(460)
(444)	(54)	(390)	5611000 36	Late Charges - News	103	(48)	151	525
3,572	4,500	(928)	5731000 36	Classified Advertising - News	20,227	21,278	(1,051)	52,178
58,736	58,500	236	5731500 36	Display Advertising - News	247,971	284,361	(36,390)	755,361
0	0	0	5732000 36	Navigator Book Income - News	0	0	0	33,000
0	0	0	5732100 36	Amphitheater Spotlight Ad Income - News	0	0	0	28,000
3,950	3,550	400	5732200 36	Bus Cling/Wrap Ad Income - News	19,950	18,150	1,800	43,250
0	0	0	5732210 36	Calendar Advertising - News	0	0	0	12,000
0	0	0	5732300 36	Newspaper Specialty Promos - News	0	0	0	4,500
1,750	350	1,400	5732400 36	Newspaper Front Footer Ad Income - News	7,700	2,800	4,900	7,000
0	0	0	5732500 36	Telephone Book Income - News	43,165	55,140	(11,975)	55,140
0	0	0	5732600 36	Map Advertising Income - News	4,700	5,450	(750)	5,450
67,596	66,844	752		Total Other Cost Recovery	343,939	387,087	(43,148)	996,244
1,814	1,814	0	5330000 36	Income / Refund from Mutuals - News	9,070	9,070	0	21,771
69,410	68,658	752		Total Cost Recovery	353,009	396,157	(43,148)	1,018,015
(11,375)	(16,107)	4,732		Net Income / (Expense) Before Off Budget	(57,108)	(27,642)	(29,466)	0
				Off Budget Items				
458	0	(458)	8110000 36	Depreciation Expense - News	2,288	0	(2,288)	0
458	0	(458)		Total Off Budget Items	2,288	0	(2,288)	0
(11,832)	(16,107)	4,275		Net Income / (Expense)	(59,396)	(27,642)	(31,754)	0

Issue Date	# of Inserts	"7k"	"9k"
1/5/17	4	3	1
1/12/17	3	1	2
1/19/17	1	1	0
1/26/17	4	1	3
2/2/17	4	3	1
2/9/17	3	1	2
2/16/17	5	2	3
2/23/17	3	1	2
3/2/17	5	3	2
3/9/17	3	1	2
3/16/17	2	1	1
3/23/17	3	1	2
3/30/17	3	1	2
4/6/17	3	3	0
4/13/17	4	1	3
4/20/17	4	2	2
4/27/17	3	2	1
5/4/17	6	3	3
5/11/17	4	1	3
5/18/17	2	2	0
5/25/17	3	1	2
6/1/17	5	3	2
6/8/17	1	1	0
6/15/17	5	1	4
6/22/17	1	1	0
6/29/17	2	1	1
Sub Total	86	42	44
7/6/17	3	3	0
7/13/17	2	1	1
7/20/17	2	2	0
7/27/17	2	1	1
8/3/17	3	3	0
8/10/17	3	1	2
8/17/17	2	1	1
8/24/17	2	2	0
8/31/17	1	1	0
9/7/17	5	3	2
9/14/17	4	2	2
9/21/17	2	2	0
9/28/17	3	1	2
10/5/17	5	40P	3
10/12/17	2	1	1
10/19/18	4	1	3
10/26/17	4	40P	2
11/2/17	3	40P	3
11/9/17	1	40P	1
11/16/17	4	1	3
11/23/17	5	4	1
11/30/17	4	40P	2
12/7/17	5	4	1
12/14/17	1	1	0
12/21/17	2	40P	2
12/28/17	2	1	1
Totals for 2017	162	91	77

PAID TO DISTRIBUTION	\$ 21,021.00	\$ 22,869.00
CUSTOMER CHARGED:	TOTAL:	\$ 43,890.00
EXISTING REVENUE:	TOTAL:	\$ 64,800.00
POTENTIAL REVENUE:		\$ 20,910.00
BUDGET LOSS:		\$ 64,800.00
		\$ 108,690.00

Issue Date	# of Inserts	"7k"	"9k"
1/4/18	4	3	1
1/11/18	2	1	1
1/18/18	2	2	0
1/25/18	1	1	0
2/1/18	5	3	2
2/8/18	4	1	3
2/15/18	4	2	2
2/22/18	1	1	0
3/1/18	4	4	0
3/8/18	2	1	1
3/15/18	3	2	1
3/22/18	3	1	2
3/29/18	1	1	0
4/5/18	3	3	0
4/12/18	2	1	1
4/19/18	3	2	1
4/26/18	2	1	1
5/3/18	5	3	2
5/10/18	3	2	1
5/17/18	4	3	1
5/24/18	1	1	0
5/31/18	4	2	2
Change to "7k" & "8k" Inserts			
6/7/18	3	2	1
6/14/18	2	2	0
6/21/18	1	1	0
6/28/18	5	2	3
Total # of Inserts	74	48	26
To Date 2018			

Immediate Rate Reduction as of July 1, 2018 & Projected Loss (Savings to LW Weekly)

New Rate for "7k" Insert = \$197.00 < Old Rate \$231.00 (minus \$34.00)

48 "7k" Inserts X \$34.00 = \$1632.00

New Rate for "8k" Insert = \$247.00 < Old Rate \$297 (minus \$50.00)

26 "9k" or "8k" Inserts X \$50.00 = \$1300.00

Total Projected Loss of Revenue (Savings to LW Weekly) remainder of 2018 = \$2932.00

If Inserts continue at the same volume as 1st half of 2018.

2017 had 14 more Inserts than 2018 projecting. Projected Loss of Revenue (Savings to LW Weekly) could be closer to \$3500.00 for all of 2018.

PAID TO DISTRIBUTION		\$ 11,088.00	\$ 7,722.00	
	TOTAL:			\$ 18,810.00
CUSTOMER CHARGED:	TOTAL:			\$ 29,600.00
EXISTING REVENUE:				\$ 10,790.00
POTENTIAL REVENUE:				\$ 29,600.00
BUDGET LOSS:				\$ 48,410.00