



## COMMUNICATIONS COMMITTEE MINUTES

July 12, 2018

The Communications Committee meeting was held on Thursday, July 12, 2018, and was called to order at 1:00 p.m. by Chair Pratt in the Administration Conference Room, followed by the Pledge of Allegiance.

### **ROLL CALL**

Present: Mr. P. Pratt, Chair Mr. P. Moore  
Mr. W. Gould, Vice-Chair Ms. L. Stone, Ex-Officio

Also Present: Mr. R. Stone, GRF Representative, Mutual One  
Ms. P. Snowden, GRF Representative, Mutual Two  
Mr. B. Lukoff, GRF Representative, Mutual Fourteen  
Mr. R. Ankeny, Executive Director  
Ms. N. Chigireva, Director of Communications & Technology  
Ms. C. Miller, Director of Finance  
Two Shareholders/Members

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 August 2018.

### **CHAIR'S ANNOUNCEMENTS**

Chair Pratt 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, Director of Finance Carolyn Miller, and Communications OPS Coordinator, Katya Lukina.

### Rules of Order

Chair Pratt asked everyone to be respectful to one another, turn off their cell phones, and keep side bar conversations to the minimum.

### Chair's Report

Chair Pratt had no report to present at the time of the meeting.

### Appointment of Vice-Chair

It was the consensus of the Committee to appoint Mr. Gould as Vice-Chair of the Communications Committee.

### **APPROVAL OF MINUTES**

The minutes of May 10, 2018 meeting were approved as submitted.

### **STAFF REPORTS**

#### Director of Communications & Technology

Following the presentation of major projects publication schedule, the Director of Communications and Technology was advised by the Chair to send this report to the entire Board of Directors.

#### Budget Variance/Sales Report

Following the review of the Variance/Sales report, it was the consensus of the Committee to add a detailed recap of printing, distribution, publication, and advertising costs under the explanation section starting next month.

#### 2019 Budget Planning

The Committee discussed the proposed budget, and concurred to revise it based on new Policy to begin January 1<sup>st</sup>, 2019, with the income to offset the expense.

The Committee also discussed turning the Directory into a multitasking tool, and making it more valuable to residents and attractive to advertisers.

#### Revised Distribution Expenses: Newspaper Inserts

The Director of Communications and Technology stated that current inserts cost vs. labor represent a potential loss for the paper, and will be further revised to remain a profitable form of advertising or eliminated altogether, unless more reasonable alternative can be found.

#### Executive Director

The Executive Director spoke of working on the presence of GRF as an employer, and making it one of the best places to work at in Orange County. He also spoke of designing an employee website to share feedback, fun and safety information, classifieds and safety alerts.

### **SHAREHOLDER/MEMBER COMMENTS**

Four shareholders/members spoke on the LW calendar design, and using a traditional layout with making weekend squares big enough to write down the activities.

### **UNFINISHED BUSINESS**

#### Revision of Previous LW Weekly Issues

The Committee discussed finding a balance in LW Weekly issues through engaging the community and redesigning the paper's layout.

Following a further discussion, it was the consensus of the Committee to have the Director of Communications and Technology bring dummy pages a. and b. with changes in layout, unified headings, stories, for the Committee's review, to make it more appealing to both the advertisers and the residents.

Chair Pratt called for a break at 2:30 p.m. The meeting resumed at 2:45 p.m.

#### LW Map Revision

Following a review of the revised LW map sample, Mr. Gould MOTIONED, seconded by Mr. Pratt –

**TO** approve the revision of LW map, as presented, in 3D, in the amount not to exceed \$3,000, including contingencies.

The motion was carried unanimously by Committee members present.

The Committee also discussed advertising opportunities with the revision of LW map and LW calendar.

#### LW Social Media Presence

Following a discussion on LW Seal Beach social media presence, and potentially adding a social media person, the Committee concurred to have the Director of Communications and Technology present some ideas on this matter and further discuss this topic in 2019.

The Director of Communications and Technology also stated that social media could be used to create a stronger sense of community, and allow the residents to communicate and share the news.

**NEW BUSINESS**

The Production Calendar for 2018-2019

The Committee discussed the 2018-2019 Production Calendar under Staff Reports – Director of Communications and Technology.

**PRESIDENT’S COMMENTS**

President Stone commented on agenda items throughout the meeting, and thanked Committee members for an exciting and brainstorming meeting.

**SHAREHOLDER/MEMBER COMMENTS**

Two shareholders/members spoke on LW calendar.

**COMMITTEE MEMBERS COMMENTS**

Six Committee and staff members spoke on the proceedings of the meeting.

**ADJOURNMENT**

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



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Paul Pratt, Chair  
COMMUNICATIONS COMMITTEE

KL 07-12-18