



COMMUNICATIONS COMMITTEE MINUTES

August 9, 2018

The Communications Committee meeting was held on Thursday, August 9, 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 Ms. L. Findlay (1:05 p.m.)
Mr. W. Gould, Vice-Chair Ms. L. Stone, Ex-Officio
Mr. P. Moore

Absent: Ms. I. Heinrichs

Also Present: Ms. P. Snowden, GRF Representative, Mutual Two
Ms. S. Hopewell, GRF Representative, Mutual Six
Mr. R. Ankeny, Executive Director
Ms. N. Chigireva, Director of Communications & Technology
Ms. C. Miller, Director of Finance
Five 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 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 September 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.

Chair's Report

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

APPROVAL OF MINUTES

The minutes of July 12, 2018 meeting were approved as submitted.

STAFF REPORTSDirector of Communications & Technology2019 Budget Assumptions

The Committee reviewed 2019 budget as presented by the Director of Communications and Technology.

Following a brief discussion, Mr. Moore MOTIONED, seconded by Mr. Gould –

TO refer proposed 2019 budget for Cost Center 36 to the Finance Committee for approval.

The motion was carried unanimously by Committee members present.

Budget Variance/Sales Report

The Committee reviewed the Variance/Sales report for Cost Center 36 as presented. The Director of Communications and Technology explained favorable and unfavorable variances.

Website Statistics

The Committee reviewed website statistics as presented. The Executive Director stated that the majority of online viewers are caregivers, and residents' children.

LW Live Statistics

The Committee reviewed LW Live statistics as presented, showing open rates for the past 25 campaigns.

LW Weekly Front Page

Following a discussion and review of revised LW Weekly front page as presented, it was the consensus of the Committee to continue reviewing it at future meetings.

LW Gift Shop Ideas

The Director of Communications and Technology presented some merchandise ideas for a potential gift shop to be open in a Copy Center, with the purpose to brand the Leisure World.

Following a discussion on LW gift shop ideas, the Committee concurred to create a cost sheet for this project, within the next 60-90 days, and have the Committee review it at a later time.

Executive Director

The Executive Director commented on agenda items throughout the meeting.

SHAREHOLDER/MEMBER COMMENTS

One shareholder/member spoke on the issue of LW articles censorship.

CORRESPONDENCE

LW Articles Censorship; Weekday Meetings Schedule.

The Committee briefly discussed the issue, and agreed that the role of LW Weekly is to meet the mutual interest of all the residents, and prevent controversy by censoring the articles submitted to the paper. The Executive Director stated that if submitted article was substantially changed, it'd go back to the Club to approve or vet the changes.

UNFINISHED BUSINESS

Revision of Previous LW Weekly Issues. Discussion

The Committee discussed the newspaper layout, and possibly re-arranging the sections among black and white, and colored pages. Following a discussion, it was the consensus of the Committee to further discuss this topic at the next scheduled Committee meeting.

LW Map Revision. Discussion

The Director of Communications and Technology provided the Committee with the updates on LW map revision, and advertising portion of it. She stated that the map would be published annually, to keep the advertisers interested.

NEW BUSINESS

LW Live Promotional E-mails/ Survey

The Director of Communications and Technology spoke of a nine-question survey as presented, to send out via LW Live, to obtain the residents' feedback on what changes could be implemented in LW Weekly.

Following a discussion, Mr. Gould MOTIONED, seconded by Mr. Moore –

TO send out a questionnaire to the residents subscribed to

LW Live, as presented by the Director of Communications and Technology, and obtain a feedback on how to better utilize the space in LW Weekly.

The motion was carried unanimously by Committee members present.

Senior Discount Page. 30-Day Trial.

The Director of Communications and Technology stated that LW Weekly sales team will continue offering local restaurants a free 30-day pro-directory advertising in exchange for deals to the residents, and will provide the Committee with an update on this matter at the next scheduled meeting.

Following a discussion on sale of digital ads for the billboards, Mr. Gould MOTIONED, seconded by Mr. Moore –

TO have the Director of Communications and Technology create a policy on sale of advertising space on digital media, and discuss it at the next scheduled meeting.

The motion was carried unanimously by Committee members present.

PRESIDENT'S COMMENTS

President Stone thanked the Director of Communications and Technology for presenting new ideas and updating the Committee on ongoing projects in an interactive way.

SHAREHOLDER/MEMBER COMMENTS

One shareholder/member spoke on the item pertaining to the Committee's area of purview.

COMMITTEE MEMBERS COMMENTS

Four Committee members spoke on the proceedings of the meeting.

ADJOURNMENT

Chair Pratt adjourned the meeting at 2:41 p.m.



Paul Pratt, Chair
COMMUNICATIONS COMMITTEE