

Rules of Order

Chair Pratt asked everyone to be courteous 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 August 9, 2018 meeting were approved as submitted.

STAFF REPORTSDirector of Communications & TechnologyBudget Variance/Sales Report

The Committee discussed the Variance/Sales report for Cost Center 36 as presented. The Director of Communications and Technology explained favorable and unfavorable variances, and stated that in addition to already reduced circulation, beginning January 1st the inserts advertising will also be cut down in favor of display advertising, to offset associated costs.

Website Statistics

The Committee reviewed website statistics as presented. The Director of Communications and Technology stated that the most popular website pages include newspaper, on-site sales, Mutual policies, contact, and new buyer information.

LW Live Statistics

The Committee reviewed LW Live statistics as presented.

LW Weekly Front Page

No action or comments took place in regards to LW Weekly front page.

Executive Director

The Executive Director commented on agenda items throughout the meeting.

SHAREHOLDER/MEMBER COMMENTS

Three shareholders/members spoke on correlation in clubs and events scheduling between the website and LW Weekly.

CORRESPONDENCE

There was no correspondence to review at the time of the meeting.

UNFINISHED BUSINESS**Senior Discount Page. 30-Day Trial. Update.**

Following a brief discussion, the Director of Communications and Technology stated that part of LW Weekly, Cutting Board Dine Out, would be dedicated to coupons and discounted promotions by local restaurants, for residents to enjoy, and for businesses to attract more customers.

LW Map. Update

The Director of Communications and Technology stated that LW Map advertising space is almost sold out, and have already generated the income to cover production costs.

2019 LW Calendar

The Director of Communications and Technology provided the Committee with a sample of revised LW calendar with most of its ad space already sold out, and obtained some feedback on new formatting.

LW Gift Shop Ideas. Update

The director of Communications and Technology stated that LW gift shop ideas would be discussed at the Committee's next scheduled meeting.

NEW BUSINESS**Redesign of the Website**

The Director of Communications and Technology provided the Committee with a sample website, powered by WordPress, that would be more user friendly, graphically appealing and easier to navigate, and entail a correlation between the printed and online calendars for classes and events.

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

TO add a staff person to manage the website under the guidance of the Director of Communications and Technology, and forward this request to the Executive Committee.

The motion was carried unanimously by Committee members present.

Policy on Sale of Advertising Space on Digital Media

The Committee discussed this matter under Policies, Item 11i.

NEW LW Phone book Contents

The Director of Communications and Technology updated the Committee on 2019 Telephone book – LW Community Guide, which would have all the necessary information to be the right reference book for next year.

Community Mascot Icon

Following a brief discussion, the Executive Director asked LW Weekly staff to come up with some project ideas for community mascot.

Survey Results on LW Weekly

The Director of Communications and Technology provided the Committee with LW Weekly survey comments and results, and discussed most popular sections of the paper – front page, arts & leisure, and community, and least popular ones including religion, sports & games, and obituaries. The Committee also discussed allocating set amount of space for birthdays and obituaries, called “People”, and redefining a policy on sports and religious publications.

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

TO re-implement weekly security report, including security tips from the department staff.

The motion was carried unanimously by Committee members present.

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

POLICIESReview:

- i. Policy 5050-34, Digital Billboards

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

TO make live revisions to Policy 5050-34, Digital Billboards, at the next scheduled Committee meeting.

The motion was carried unanimously by Committee members present.

The Committee also discussed amending Policy 5050-34, Digital Billboards, to include the sale of advertising space on digital media with a camera-ready art requirements, and a set fee schedule – commercial and non-profit, related to production costs.

ii. Policy 5051-34, Website Management

It was the consensus of the Committee to make live revisions to Policy 5051-34, Website Management, at the next scheduled Committee meeting.

PRESIDENT'S COMMENTS

President Stone thanked the Director of Communications and Technology and Committee members for a productive meeting, and spoke about topic ideas for "Did you know?" section of the paper to showcase topics of interest to the community.

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 3:25 p.m.



Paul Pratt, Chair
COMMUNICATIONS COMMITTEE

KL 09-13-18