



COMMUNICATIONS COMMITTEE MINUTES

January 10, 2019

The Communications Committee meeting was held on Thursday, January 10, 2019, and was called to order at 1:00 p.m. by Chair Pratt in the Administration Conference Room B, followed by the Pledge of Allegiance.

ROLL CALL

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

Also Present:	Mr. R. Ankeny, Executive Director
	Ms. N. Chigireva, Director of Communications & Technology
	Ms. K. Lukina, Communications OPS Coordinator
	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 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 February of 2019.

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, and Communications OPS Coordinator, Katya Lukina.

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 December 13, 2018 meeting were approved as submitted.

STAFF REPORTS

Director of Communications & Technology

Budget Variance/Sales Report

The Director of Communications and Technology spoke of the Variance/Sales report for Cost Center 36 as presented.

The Committee discussed digital marketing strategies to attract more advertisers and adding "Did you know" section to the front page of LW Weekly to answer commonly asked questions about the community.

The Committee also discussed treating LW Weekly as one of the top amenities, based on its popularity and use within the community.

Website Statistics

The Committee reviewed variance in website statistics as presented.

LW Live Statistics

The Committee reviewed LW Live statistics as presented.

Constant Contact Transition. Update

No discussion took place on the topic of Constant Contact transition.

Executive Director

The Executive Director stated that he proposed the replacement of projectors in conference room A to monitors, for a better image, and informed the Committee of an upcoming change in Policy numbers, which would help identify a Policy as a rule, procedure, or a fee.

SHAREHOLDER/MEMBER COMMENTS

One shareholder/member spoke on earlier presented budget reports.

UNFINISHED BUSINESS

2019 LW Map. Update

The Director of Communication and Technology stated that LW Map is at its completion stage and is being reviewed by department heads for final details. President Stone asked the Director of Communications and Technology to double the map size, and have a copy of it displayed in every GRF conference room.

2019 LWSB Website. Update

The Director of Communications and Technology stated that the quotes on website re-development will be distributed within the next week and a half.

LW Calendar. Update

The Director of Communications and Technology stated that the payments for advertising in LW Calendar are being collected.

The Executive Director also recognized the Director of Communications and Technology along with the Eagle Rock Services for handling LW Calendar delivery concerns in fast and responsive manner.

NEW BUSINESS

Corporate Branding

The Committee reviewed the colors and other elements for corporate branding as presented by the Director of Communications and Technology. The Committee concurred to further review this subject at the next scheduled Architectural Design and Review Committee (ADRC) meeting.

POLICIES

Review and Adopt

Policy 2810-36, LW Weekly Submissions

The Committee reviewed and made some corrections to revised Policy 2810-36, LW Weekly Submissions.

Mr. Moore MOTIONED, seconded by Mr. Gould –

TO recommend the Board of Directors accept Policy 2810-36, LW Weekly Submissions, as amended, and delete the redundant version.

The motion was carried unanimously by Committee members present.

Policy 2840-36, News Coverage

Mr. Gould MOTIONED, seconded by Mr. Moore --

TO defer Policy 2840-36, News Coverage, until the next scheduled Committee meeting.

The motion was carried unanimously by Committee members present.

Policy 5125-36, Communications Committee Functions

The Committee concurred to review Policy 5125-36, Communications Committee Functions, at the next scheduled Committee meeting.

Policy 5581-36, Advertising Terms and Conditions

The Committee concurred to review Policy 5581-36, Advertising Terms and Conditions, at the next scheduled Committee meeting.

PRESIDENT'S COMMENTS

President Stone thanked the Committee and staff for a productive meeting.

SHAREHOLDER/MEMBER COMMENTS

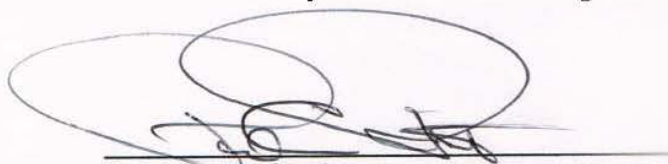
One Shareholder/Members commented on the items pertaining to the Committee's area of purview.

COMMITTEE MEMBERS COMMENTS

Five Committee members spoke on the proceedings of the meeting.

ADJOURNMENT

Chair Pratt adjourned the meeting at 3:38 p.m.



Paul Pratt, Chair
COMMUNICATIONS COMMITTEE
KL 01-10-19