



## COMMUNICATIONS COMMITTEE MINUTES

November 8, 2018

The Communications Committee meeting was held on Thursday, November 8, 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  
Mr. W. Gould, Vice-Chair Ms. I. Heinrichs  
Mr. P. Moore Ms. L. Stone, Ex-Officio

Also Present: 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. 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 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 December of 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, and Communications OPS Coordinator, Katya Lukina.

### Rules of Order

Chair Pratt asked everyone to be courteous to one another.

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

**TO** apply the Committee's discretionary funds toward quality monitors for the News Dept.



The motion was carried unanimously by Committee members present.

### Chair's Report

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

### APPROVAL OF MINUTES

The minutes of October 11, 2018 meeting were approved as submitted.

### POLICIES

a. Review and adopt:

- i. Policy 2867-36, Political, Government, and Religious Advertising.

The Committee defined LW Weekly as a newsletter and discussed its purpose, contents, and advertising space ratio. Following a discussion, it was the consensus of the Committee to have the Director of Communications and Technology re-draft Policy 2867-36, Political, Government, and Religious Advertising, present it for the Committee's review at its January meeting, and hold a special meeting with GRF Board members to review and approve the revised Policy.

- ii. Policy 2840.10-36, Religion
- iii. Policy 2850-36, Advertising Commissions
- iv. Policy 2860-36, Advertising Rates

It was the consensus of the Committee to discuss Policy 2840.10-36, Religion, Policy 2850-36, Advertising Commissions, and Policy 2860-36, Advertising Rates, at its January meeting.

b. Review:

- i. Policy 5050-34, Digital Billboards
- ii. Policy 5051-34, Website Management
- iii. Policy 2810-36, Community Submissions
- iv. Policy 2825-36, Special Columns
- v. Policy 2840.02-36, Deadlines
- vi. Policy 2840.04-36, News Stories
- vii. Policy 2840.06-36, Obituaries
- viii. Policy 2840.07-36, News Photos
- ix. Policy 2840.08-36, News Coverage
- x. Policy 2840.09-36, Collection Point

It was the consensus of the Committee to discuss Policy 5050-34, Digital Billboards, Policy 5051-34, Website Management, Policy 2810-36, Community Submissions, Policy 2825-36, Special Columns, Policy 2840.02-36, Deadlines, Policy 2840.04-36, News Stories, Policy 2840.06-36, Obituaries, Policy 2840.07-36, News Photos, Policy 2840.08-36, News Coverage, Policy 2840.09-36, Collection Point, at its January meeting.

**STAFF REPORTS****Director of Communications & Technology****Budget Variance/Sales Report**

The Director of Communications and Technology went over the variances in the Budget Variance and Comparison reports as presented.

**Website Statistics**

The Director of Communications and Technology spoke of website statistics, and the most visited webpages as presented.

**LW Live Statistics**

The Director of Communications and Technology spoke of LW Live statistics including increase in number of contacts and an average open rate, as presented.

**SHAREHOLDER/MEMBER COMMENTS**

There were no comments made by shareholders/members at the time of the meeting.

**CORRESPONDENCE****Night walking safety, Ingrid Spisak**

The Executive Director stated that this issue has already been addressed in LW Weekly.

**Air quality reports, Nick Massetti**

The Committee discussed air quality reports as addressed in Mr. Massetti's correspondence. No action was taken on this matter.

**UNFINISHED BUSINESS****LW Map. Update**

The Director of Communications and Technology stated that LW Map is in the process of being finalized.

**2019 LW Calendar. Update**

The Director of Communications and Technology provided the Committee with an update on 2019 LW Calendar.



## **NEW BUSINESS**

Number of unsolicited submissions allowed in a 60-day period. Policy 2810-36, Community Submissions.

Following a brief discussion, no action was taken on this matter at the time of the meeting.

Replacing Constant Contact contract with MailChimp to save the cost and provide seamless future website integration.

The Director of Communications and Technology spoke of transitioning the current e-mail marketing company, Constant Contact, to MailChimp, to save costs.

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

**TO** replace Constant Contact with MailChimp, at a more effective rate.

The motion was carried unanimously by Committee members present.

LW Weekly printing savings

Following a review of printing quotes comparison, as presented by the Director of Communications and Technology, it was the consensus of the Committee to transition from Advantage to Alpha Colo, and implement the new printing schedule no later than January 1, 2019.

## **PRESIDENT'S COMMENTS**

President Stone thanked the Director of Communications and Technology and her department's staff for their contributions to LW Weekly.

## **SHAREHOLDER/MEMBER COMMENTS**

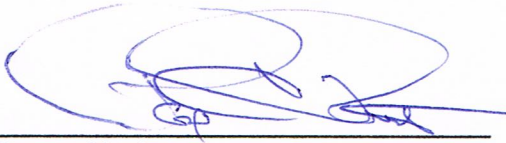
There were no comments made by shareholders/members.

## **COMMITTEE MEMBERS COMMENTS**

Six Committee members spoke on the proceedings of the meeting.

## **ADJOURNMENT**

Chair Pratt adjourned the meeting at 2:30 p.m.



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Paul Pratt, Chair  
COMMUNICATIONS COMMITTEE

KL 11-08-18