



## **COMMUNICATIONS COMMITTEE MINUTES**

### **February 14, 2019**

The Communications Committee meeting was held on Thursday, February 14, 2019, and was called to order at 1:00 p.m. by Vice-Chair Gould in the Administration Conference Room B, followed by the Pledge of Allegiance.

#### **ROLL CALL**

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

Absent: Mr. P. Pratt, Chair

Also Present: Mr. R. Ankeny, Executive Director  
                  Ms. N. Chigireva, Director of Communications & Technology  
                  Ms. K. Lukina, Communications OPS Coordinator  
                  Mrs. C. Merz, Community/Government Editor  
                  Three 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 Vice-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 March of 2019.

#### **CHAIR'S ANNOUNCEMENTS**

Vice-Chair Gould 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, Communications OPS Coordinator, Katya Lukina, and the Community/Government Editor – Cathie Merz.

#### **Rules of Order**

Vice-Chair Gould asked everyone to be courteous to one another.

#### **Chair's Report**

Vice-Chair Gould had no report to present at the time of the meeting.

## APPROVAL OF MINUTES

The minutes of January 10, 2019 meeting were approved as submitted.

## STAFF REPORTS

The Community/Government editor, Cathie Merz, briefly went over her job duties as an editor, completing other assignments within LW Weekly as they arise, and answered Committee's questions on Club publications and design of the pages.

### Director of Communications & Technology

#### Budget Variance/Sales Report

The Director of Communications and Technology spoke of the Budget Variance/Sales report for Cost Center 36 as presented. The Committee also discussed online advertising, and potential advertisers that represent CBD and THC products.

Following a discussion, Mr. Gould MOTIONED, seconded by Ms. Findlay -

**TO** forward for the Board's review potential advertising sales and sponsorship of companies advertising CBD and THC products, and further discuss it at the next scheduled Committee meeting.

The motion was carried unanimously by Committee members present.

### 2018 Cost Recovery Project Report

The Committee reviewed 2018 Cost Recovery Project Report as presented. The Director of Communications and Technology stated that all of the projects listed are profitable, and the department is seeing a record high advertising revenue this month.

The Committee also briefly discussed successful transition to a different printing company.

### Website Statistics

The Committee reviewed website statistics as presented.

### LW Live Statistics

The Committee reviewed LW Live statistics as presented.

### Executive Director

The Executive Director spoke of the upcoming election season and asked the Director of Communications and Technology to feature each GRF department in a monthly LW Weekly article throughout the year to tell the residents "what we are and what we do".

**SHAREHOLDER/MEMBER COMMENTS**

One shareholder/member spoke about online advertising.

**CORRESPONDENCE****Berkshire Hathaway**

The Committee reviewed four pieces of correspondence in response to Berkshire Hathaway insert in LW Weekly from January 10<sup>th</sup>, 2019 issue. No action was taken on this matter at the time of the meeting.

**Perspectives Policy and Political Issues**

The Committee reviewed a piece of correspondence regarding political advertising in LW Weekly. No action was taken at the time of the meeting.

**UNFINISHED BUSINESS****2019 LW Map. Update**

The Director of Communication and Technology provided the Committee with an update on LW Map. She also spoke of offering additional advertising to the sponsors of summer shows in the form of banners and bus kiosks.

**LWSB Website. Update**

The Director of Communications and Technology stated that she obtained some quotes on a website package, and the Committee could move on with this project as soon as GRF branding is complete.

**NEW BUSINESS**

There were no new business items to discuss at the time of the meeting.

**POLICIES****Review and Adopt****Policy 2840-36, News Coverage**

It was the consensus of the Committee to review Policy 2840-36, News Coverage, at the next scheduled Committee meeting.

Vice-Chair Gould also asked the Director of Communications and Technology to include original policies in the agenda packet for the next scheduled Committee meeting.

Policy 5125-36, Communications Committee Functions

It was the consensus of the Committee to review Policy 5125-36, Communications Committee Functions, at the next scheduled Committee meeting.

Policy 5581-36, Advertising Terms and Conditions

It was the consensus of the Committee 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**

There were no shareholder/member comments made at the time of the meeting.

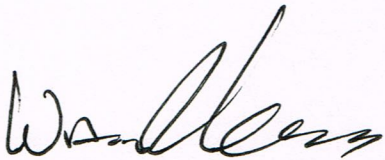
**COMMITTEE MEMBERS COMMENTS**

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

The Executive Director also stated that based on the Board's approval, a new column will be added to the website for Board reports.

**ADJOURNMENT**

Vice-Chair Gould adjourned the meeting at 2:16 p.m.



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Wayne Gould, Vice-Chair  
COMMUNICATIONS COMMITTEE

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