



COMMUNICATIONS COMMITTEE MINUTES March 14, 2019

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

ROLL CALL

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

Absent: Mr. P. Moore

Also Present: Mr. R. Ankeny, Executive Director
Ms. K. Lukina, Communications OPS Coordinator
Four 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 April 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, 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 February 14, 2019 meeting were approved as submitted.

STAFF REPORTS

Director of Communications and Technology

There were no staff reports made at the time of the meeting.

Budget Variance/Sales Report

No discussion took place on Budget Variance/Sales report at the time of the meeting.

Website Statistics

No discussion took place on Website statistics at the time of the meeting.

LW Live Statistics

No discussion took place on LW Live statistics at the time of the meeting.

Executive Director

There were no staff reports made at the time of the meeting.

SHAREHOLDER/MEMBER COMMENTS

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

CORRESPONDENCE

Berkshire Hathaway Sales

The Committee reviewed a piece of correspondence from Berkshire Hathaway agent, Kathy Gupton. Following a discussion, President Stone stated that she will reach out to Ms. Gupton regarding re-working her letter by directing it to Mutual Presidents and meeting publication requirements (letter to the editor), and provide the Committee with an update on this matter at the next scheduled meeting.

UNFINISHED BUSINESS

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

NEW BUSINESS

Website Redevelopment Quotes

No discussion took place on Website redevelopment quotes at the time of the meeting.

POLICIES

Rescind

Policy 5050-34, Digital Billboards

Policy 5051-34, Website Management
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

Review and Adopt

Policy 2-2803-1, Communication Department Services
Policy 2-2804-1, Community Newsletter Submissions
Policy 2-2805-1, Communication Department Advertising
Policy 2-2806-1, News Coverage
Policy 5125-36, Communications Committee

Following a discussion, the Committee concurred to review the above Policies at the next scheduled Committee meeting.

The Executive Director issued an order to move ahead with the new commission rate for a newly hired sales person.

The Committee also discussed current and potential streams of revenue, ways to reduce the expenses, and making it easier to narrow down the search for specific topics under the policies.

PRESIDENT'S COMMENTS

President Stone thanked the Committee for a productive meeting.

SHAREHOLDER/MEMBER COMMENTS

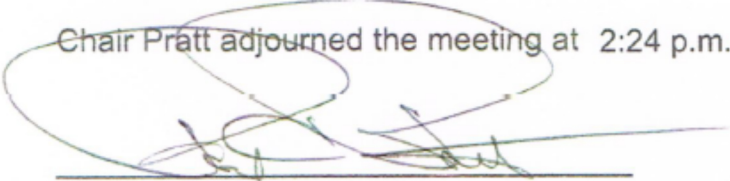
There were no shareholder/member comments made at the time of the meeting.

COMMITTEE MEMBERS COMMENTS

One Committee member spoke on the proceedings of the meeting.

ADJOURNMENT

Chair Pratt adjourned the meeting at 2:24 p.m.



Paul Pratt, Chair
COMMUNICATIONS COMMITTEE
KL 03-14-19