



## **APPROVAL OF MINUTES**

The minutes of March 14, 2019 meeting were approved as submitted.

## **STAFF REPORTS**

### Director of Communications and Technology

#### Budget Variance/Sales Report

The Director of Communications and Technology spoke of Budget variance/Sales report as presented.

#### Website Statistics

The Director of Communications and Technology stated that website statistics have been consistent, and a heat map (data analysis software) will be installed to determine which areas of the website get the most attention.

#### LW Live Statistics

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

#### Executive Director

The Executive Director had no report to present at the time of the meeting.

## **SHAREHOLDER/MEMBER COMMENTS**

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

## **CORRESPONDENCE**

### Les Cohen, Correspondence

Following a brief discussion, Chair Pratt advised the staff to send a thank you letter to Mr. Cohen. No other actions were taken on this matter at the time of the meeting.

### Donna Gambol

Following a brief discussion, there were no actions taken on Ms. Gambol's correspondence regarding the Annual Report at the time of the meeting.

## **UNFINISHED BUSINESS**

### Spotlight Cover

The Committee reviewed two options for the Spotlight Magazine cover as presented by the Director of Communications and Technology. It was the consensus of the Committee to move along with the second version.



### Annual Report Cover

The Committee reviewed five options for the Annual Report cover as presented by the Director of Communications and Technology. It was the consensus of the Committee to move along with the version #5, but reconsider the text.

The Committee also reviewed two cover options for the LW Community Guide and concurred to move along with the option #2.

### **NEW BUSINESS**

#### Website Redevelopment Quotes

The Committee discussed current website searchability and making it more informational and user friendly to potential buyers, current residents, and those interested in GRF documents and policies. The Committee also discussed presenting potential designers with a story board of past and current website statistics to meet everyone's needs along with changing demographics moving forward.

Following a discussion, President Stone advised the Director of Communications and Technology to send out a request for proposal to digital marketing agencies and present the proposals with references and websites for the Committee's review at the upcoming meeting.

#### Website Redevelopment Brief

The Committee discussed estimate proposals from four agencies – HiremYTeam, Feel Right Inc., Krest Marketing, and Lighthouse Graphics, as provided by the Director of Communications and Technology.

Following a discussion, the Director of Communications and Technology was advised to send the links of presented companies to all GRF Board members for review, narrow down to three selections, and present it for the Committee's review along with a funding request at the upcoming meeting.

Chair Pratt called for a break at 2:21 p.m. The meeting resumed at 2:35 p.m.

#### CBD Bus Service

No discussion took place on this matter at the time of the meeting.

### **POLICIES**

#### Rescind:

#### Policy 5050-34, Digital Billboards

Chair Pratt advised the Director of Communications and Technology to re-number Policy 5050-34, Digital Billboards under new format, rename it to Graphic Design Services, and



forward it to the Finance Committee.  
Mr. Moore MOTIONED, seconded by Mr. Gould –

**TO** send just the fees schedule from Policy 5050-34, Digital Billboards, directly to the Board.

The motion was carried unanimously by Committee members present.

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

It was the consensus of the Committee to review 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 at the next scheduled meeting.

Review and adopt:

Policy 2-2803-1, Communication Department Services

Mr. Gould MOTIONED, seconded by Ms. Isom –

**TO** re-number Policy 2-2803-1, Communications Department Services, to 20-2803-1, accept it as submitted, and recommend it to the Board.

The motion was carried unanimously by Committee members present.

Policy 2-2804-1, Community Newsletter Submissions

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

**TO** re-number Policy 2-2804-1, Community Newsletter Submissions, to 20-2804-1; Revise the letter to the submitters of religious articles for LW Weekly, as drafted by the Director of Communications and Technology, present it before the Interfaith Council for review, and put off making any changes until the topic is closed.

The motion was carried unanimously by Committee members present.

Policy 2-2805-1, Communication Department Advertising

Policy 2-2806-1, News Coverage  
Policy 5125-36, Communications Committee

It was the consensus of the Committee to review Policy 2-2805-1, Communication Department Advertising, Policy 2-2806-1, News Coverage, and Policy 5125-36, Communications Committee at the next scheduled meeting.

**PRESIDENT'S COMMENTS**

President Stone commented on agenda items throughout the meeting.

**SHAREHOLDER/MEMBER COMMENTS**

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

**COMMITTEE MEMBERS COMMENTS**

Five Committee members spoke on the proceedings of the meeting.

**ADJOURNMENT**

Chair Pratt adjourned the meeting at 3:35 p.m.



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Paul Pratt, Chair  
COMMUNICATIONS COMMITTEE

KL 04-11-19