



COMMUNICATIONS COMMITTEE

SUMMARY REPORT

Thursday, April 11, 2019

1:00 p.m.

Action/Request	Person Responsible	Finance	BOD
<p>1. STAFF REPORTS: 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.</p>	Director of Communications and Technology		
<p>2. 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.</p>	Executive Director		
<p>3. UNFINISHED BUSINESS: Spotlight Cover The Committee reviewed two options for the Spotlight Magazine cover as presented by the Director of Communications and Technology and concurred 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 and concurred 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.</p>	Director of Communications and Technology, Executive Director		
<p>4. NEW BUSINESS: Website Redevelopment Quotes Following a discussion on current website searchability</p>	Executive Director, Director of Communications and		

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<p>Communication Department Services, to 20-2803-1, accept it as submitted, and recommend it to the Board.</p> <p>Policy 2-2804-1, Community Newsletter Submissions</p> <p>The Committee moved 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.</p> <p>Policy 2-2805-1, Communication Department Advertising Policy 2-2806-1, News Coverage Policy 5125-36, Communications Committee</p> <p>The Committee concurred 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, Policy 2-2805-1, Communication Department Advertising, Policy 2-2806-1, News Coverage, and Policy 5125-36, Communications Committee at the next scheduled meeting.</p>			