



COMMUNICATIONS COMMITTEE

SUMMARY REPORT

Thursday, January 10, 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 the Variance/Sales report for Cost Center 36 as presented. The Committee also discussed marketing strategies to attract more advertisers, and adding "Did you know" section to the front page of LW Weekly to answer commonly asked questions Website Statistics The Committee reviewed website statistics as presented. LW Live Statistics The Committee reviewed LW Live statistics as presented. Constant contact Transition. Update No discussion took place on the topic of Constant Contact transition.</p>	Director of Communications and Technology		
<p>2. UNFINISHED BUSINESS: 2019 LW Map. Update The Director of Communication and Technology stated that LW Map is at its completion stage and is being reviewed by department heads for final details.</p>	Director of Communications and Technology		
<p>3. UNFINISHED BUSINESS: LWSB Website. Update The Director of Communications and Technology stated that the quotes on website re-development will be distributed within the next week and a half.</p>	Director of Communications and Technology		
<p>4. Unfinished business: LW Calendar. Update The Director of Communications and Technology stated that the payments for advertising in LW Calendar are being collected. The Executive Director also recognized the Director of Communications and Technology along with the Eagle Rock Services for handling delivery concerns in fast and responsive manner.</p>	Executive Director, Director of Communications and Technology		
<p>5. NEW BUSINESS: Corporate Branding The Committee reviewed the colors and other elements for corporate branding as presented by the Director of Communications and Technology. The Committee concurred to further review this subject at the next scheduled Architectural Design and Review</p>	Director of Communications and Technology		

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Committee (ADRC) meeting.			
<p>6. POLICIES: Review and Adopt Policy 2810-36, LW Weekly Submissions The Committee moved to recommend the Board of Directors accept Policy 2810-36, LW Weekly Submissions, as amended, and delete the redundant version.</p> <p>Policy 2840-36, News Coverage The Committee moved to defer Policy 2840-36, News Coverage, until the next scheduled Committee meeting.</p> <p>Policy 5125-36, Communications Committee Functions The Committee concurred to review Policy 5125-36, Communications Committee Functions, at the next scheduled Committee meeting.</p> <p>Policy 5581-36, Advertising Terms and Conditions The Committee concurred to review Policy 5581-36, Advertising Terms and Conditions, at the next scheduled Committee meeting.</p>	Director of Communications and Technology		