



COMMUNICATIONS COMMITTEE

SUMMARY REPORT

Thursday, February 14, 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 Budget Variance/Sales report for Cost Center 36 as presented. Following a discussion, the Committee moved 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.</p> <p>2018 Cost Recovery Project Report Website Statistics 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.</p> <p>LW Live Statistics The Committee reviewed LW Live statistics as presented.</p>	<p style="text-align: center;">Director of Communications and Technology, Executive Director</p>		
<p>2. CORRESPONDENCE: Berkshire Hathaway The Committee reviewed four pieces of correspondence in response to Berkshire Hathaway insert in LW Weekly from January 10th, 2019 issue. No action was taken on this matter at the time of the meeting.</p> <p>Perspectives Policy and Political Issues The Committee reviewed a piece of correspondence in regards to political advertising in LW Weekly. No action was taken at the time of the meeting.</p>	<p style="text-align: center;">Director of Communications and Technology</p>		
<p>3. UNFINISHED BUSINESS: LW Map. Update The Director of Communication and Technology provided the Committee with an update on LW Map.</p>	<p style="text-align: center;">Director of Communications and Technology</p>		
<p>4. Unfinished business: 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.</p>	<p style="text-align: center;">Director of Communications and Technology</p>		

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<p>5. POLICIES: Review and Adopt Policy 2840-36, News Coverage The Committee concurred to review Policy 2840-36, News Coverage, at 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. Vice-Chair Gould also asked the Director of Communications and Technology to bring old versions of the above policies to rescind.</p>	Director of Communications and Technology		