



COMMUNICATIONS COMMITTEE MINUTES

May 9, 2019

The Communications Committee meeting was held on Thursday, May 9, 2019, and was called to order at 1:00 p.m. by Chair Pratt in the Administration Conference Room, followed by the Pledge of Allegiance.

ROLL CALL

Present: Mr. P. Pratt, Chair
Ms. I. Heinrichs
Ms. J. Isom
Mr. P. Moore
Ms. L. Stone, Ex-Officio

Absent: Mr. W. Gould, Vice-Chair
Ms. L. Findlay

Also

Present: Mr. R. Ankeny, Executive Director
Ms. N. Chigireva, Director of Communications and Technology
Ms. K. Lukina, Communications OPS Coordinator
One Shareholder/Member

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 July 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, Director of Communications and Technology Nataly Chigireva 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 April 11, 2019 meeting were approved as submitted.

STAFF REPORTS

Director of Communications and Technology

Budget Variance/Sales Report

The Director of Communications and Technology updated the Committee on the status of a Spotlight Magazine, minibus schedule, Community guide and the Annual report, and spoke of Budget variance/Sales reports as presented.

President Stone also asked the Director of Communications and Technology to record the number of pages given to GRF and made available to residents for review.

Website Statistics

The Director of Communications and Technology went over website statistics as presented, without significant changes.

LW Live Statistics

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

Executive Director

The Executive Director commented on the annual report and other LW publications and stated that overall LW Weekly has a healthy bottom line.

SHAREHOLDER/MEMBER COMMENTS

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

CORRESPONDENCE

Photo Submissions by Board Candidates, Regine Schumacher

Following a brief discussion, the Executive Director stated that no changes will be made to Policy 2-2806-1, News Coverage, and all the candidates running for the GRF Board or public office will comply with the requirements as stated.

UNFINISHED BUSINESS

Website Redevelopment Brief

The Director of Communications and Technology provided the Committee with the updates on potential vendors for website redevelopment and stated that she will continue a search for the right candidate and define the key project parameters.

The Director of Communications and Technology also informed the Committee of working with Leisure World community in Laguna Woods in terms of obtaining the information to design more organized website that would work for all of its users.

NEW BUSINESS

There were no New Business items to discuss at the time of the meeting.

POLICIES

Review and Adopt:

Policy 2-2805-1, Communication Department Advertising

It was the consensus of the Committee to approve Policy 2-2805-1, Communication Department Advertising, as amended.

The Executive Director stated that brand new procedure will be implemented to record changes in Policies going further.

Policy 2-2806-1, News Coverage

Policy 5125-36, Communications Committee

It was the consensus of the Committee to review the above two policies at the next scheduled Committee meeting, under new procedure.

Rescind:

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.

It was the consensus of the Committee to review the above policies at the next scheduled Committee meeting, under new procedure.

PRESIDENT'S COMMENTS

President Stone commented on agenda items throughout the meeting, and thanked LW Weekly staff for raising the Foundation's standards through contributions and professionalism.

SHAREHOLDER/MEMBER COMMENTS

One shareholder/member commented on the item pertaining to the Committee's area of purview.

COMMITTEE MEMBERS COMMENTS

Four Committee members spoke on the proceedings of the meeting.

ADJOURNMENT

Chair Pratt adjourned the meeting at 2:02 p.m.

Paul Pratt, Chair
COMMUNICATIONS COMMITTEE

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