

Chair Massetti commented on the order of items listed in the agenda packet.

SHAREHOLDER/MEMBER COMMENTS

Five Shareholders/ Members spoke on the items pertaining to the Committee's area of purview, including LW Community Guide map and policies.

APPROVAL OF MINUTES

The minutes of May 9, 2019 Communications Committee meeting were approved as submitted.

CORRESPONDENCE

LW Community Guide, Sylvia Volen

The Committee reviewed a piece of correspondence received from S. Volen regarding 2019 Community Guide and concurred to send Ms. Volen a letter thanking her for her input.

Addition of a Member Column to LW Weekly (Policy 2825-36), Judith Smalley

The Committee reviewed a piece of correspondence received from J. Smalley regarding personality disorders article for publication in LW Weekly. The Executive Director stated that he already advised Ms. Smalley to forward it to Medical Center professionals with the purpose of drafting an article to address this issue.

Chair Massetti also advised the Recording Secretary to send a "thank you" letter to Ms. Smalley.

LW Community Guide, Geraldine Wright

The Committee reviewed a piece of correspondence received from G. Wright regarding the Community Guide and concurred to send a letter to Ms. Wright thanking her for her comments.

STAFF REPORTS

IT Supervisor

Budget Variance Report

The IT Supervisor went over his reports as presented.

IT Timeline

The IT Supervisor went over the IT Timeline report as presented.

Following a brief discussion, the Executive Director stated that the project timelines layout for each department will look uniform and more descriptive, once approved by the Board. In the meantime, it'll remain the same.

Wi-Fi Service Speeds

The Committee reviewed Wi-Fi Service Speeds throughout GRF locations, at a certain point of time as presented.

Managed Technology

The Committee reviewed Managed Technology report as presented by the IT Supervisor and found it to be very helpful.

Director of Communications and Technology

Budget Variance/Sales Report

The Director of Communications and Technology went over her reports and explained any variances as presented.

GRF Space Allocation in LW Weekly

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

Publications Schedule

The Committee reviewed the Publications Schedule for 2019-2020 as presented and discussed the ways to better adhere to the timelines when it comes to publication of the Spotlight Magazine. The Executive Director stated that this topic will be forwarded to the Recreation Committee for further discussion.

Executive Director

The Executive Director commented on agenda items throughout the meeting.

SUB-COMMITTEE REPORTS

There were no Sub-Committee reports to review at the time of the meeting.

PRESIDENT'S COMMENTS

President Stone stated that she will comment as the meeting moves along.

UNFINISHED BUSINESS

Website Redesign

Louka Media Proposal. Krest Marketing Proposal

The Committee briefly discussed the proposals by Louka Media, and Krest Marketing as presented. The Director of Communications and Technology stated that the goal is to find a faster producing company with multiple designers, that would use the data collected from heat maps to create a better navigation system throughout the website. The Director of Communications and Technology also stated that more information will be presented at the Website Redesign Ad-Hoc Committee.

Website Redesign Ad-Hoc Committee

Following a discussion, the Committee concurred to form a Website Redesign Sub-Committee consisting of N. Massetti, L. Stone, J. Isom, W. Thompson and P. Snowden.

Following a further discussion, Mr. Massetti MOTIONED, seconded by Ms. Hopewell –

TO rescind prior formation of a Website Redesign Sub-Committee, and have it formed by the Board of Directors as a Website Redesign Ad-Hoc Committee.

The motion was carried unanimously by Committee members present.

CBD Bus Service

Following a discussion, Ms. Hopewell MOTIONED, seconded by Mr. Pratt –

TO approve a new pick up location for Modern Buds bus service at the Amphitheater bus stop, request the GRF be listed as an additional insurer on their Certificate of Liability Insurance, and forward to the Board of Directors for approval.

The motion was carried unanimously by Committee members present.

Digital Billboards Advertising Policy 20-2841-2

The Committee reviewed Policy 20-2841-2, Graphic Design Services, as presented, and concurred to amend the first sentence to read as follows: "Graphic Design Services are available for individuals or organizations that do not have artwork that meets the requirements of the LW Weekly news."

Following a brief discussion, Ms. Hopewell MOTIONED, seconded by Mr. Thompson –

TO amend Policy 20-2841-2, Graphic Design Services, as noted in the first sentence, and forward to the Board of Directors for approval and posting.

The motion was carried unanimously by Committee members present.

Square POS

The IT supervisor spoke of Square POS system as presented and stated its benefits over the current system – NCR.

Following a brief discussion, Ms. Hopewell MOTIONED, seconded by Mr. Pratt –

TO adopt Square POS system, and have the IT Supervisor present a proposal with total cost and motion at the next scheduled Committee meeting.

The motion was carried unanimously by Committee members present.

Nest Thermostat

The Committee reviewed NEST Thermostat specifications as presented by the IT Supervisor. The Executive Director stated that as existing thermostats go bad, they'll be replaced with NEST, with the costs assigned to the operating expense.

Digital Billboards

The IT Supervisor spoke of Play Digital Signage software as presented and stated that it has been successfully tested for the past few months.

Following a discussion, Ms. Hopewell MOTIONED, seconded by Mr. Pratt –

TO approve the use of Play Digital Signage software for digital billboards.

The motion was carried unanimously by Committee members present.

Microsoft Dynamics

Ms. Hopewell MOTIONED, seconded by Mr. Pratt –

TO approve the closing of Microsoft Dynamics project.

The motion was carried unanimously by Committee members present.

NEW BUSINESS

Select GRF Committee Vice-Chair

The Committee concurred to select Paul Pratt as Communications & IT Committee Vice-Chair; Mr. Pratt accepted.

Budget Draft 2020

2020 Proposed Operating Budget, CC236. 2020 Proposed Operating Budget, CC 934

The Committee reviewed 2020 budget proposals for CC 236 and CC 934. No action was taken on this matter at the time of the meeting.

Committee Review and Departmental Reports

The Executive Director stated that the reports will be re-formatted to be more descriptive with a timeline and expense boxes; what has been approved, the status of a project, and where it is heading.

B-Section

The Director of Communications and Technology spoke of a potentially joined Recreation & News B-Section program that would take place twice a year, as an insert and in the form of a physical event, and allow current health advertisers to educate the residents about their services and answer the questions.

Following a discussion, the Committee concurred to work towards building a B-Section program with a target date of implementing it in 2020.

GRF Board Goals

The Executive Director stated that the results from a Board retreat are being summarized and will be brought back for review at a later time.

LW Weekly Space Revision for the Board Meeting Minutes.

The Committee discussed the regulations on making monthly Board minutes available to the residents, and the ways to reduce LW Weekly space allocated to this mater.

Following a discussion, Ms. Isom MOTIONED, seconded by Ms. Hopewell –

TO reduce the LW Weekly BOD minutes to a brief summary and forward the motion to the Board of Directors for consideration and approval.

The motion was carried unanimously by Committee members present.

The Executive Director also advised the Recording Secretary to make live changes to the Committee Charter at the next scheduled Committee meeting.

GOVERNING DOCUMENTS

Amend:

Policy 5050-34, Digital Billboards

The Committee reviewed Policy 5050-34, Information Technology Services, as presented, and concurred to amend the first sentence to read as follows: "The purpose of this section is to establish basic policies and procedures to display informational content on digital billboards of Leisure World Seal Beach." To amend the last sentence in section three to read as follows: "Approved content may be posted no earlier than two weeks prior to the event and will be removed the day after the end-date of the event." To amend the last sentence of second paragraph, section three, to read as follows: "The digital billboards will not be available to display any business-related or sales content, or fundraising functions unless approved by Communications/IT Committee or Executive Director." To amend the first sentence in section four to read as follows: "RESOLUTION: All files with photo images should be created at 100-150 dpi at 11" x 8.5" (horizontal format) print size. "

Following a discussion, Ms. Hopewell MOTIONED, seconded by Ms. Isom –

TO approve Policy 5050-34, Digital Billboards, as amended, and forward it to the Board of Directors for final approval.

The motion was carried unanimously by Committee members present.

Chair Massetti called for a break at 2:35 p.m. The meeting resumed at 2:50 pm.

Communications/IT Committee Charter, Policy 20-5125-3

The Committee concurred to review and make live changes to Policy 20-5125-3, Communications/IT Committee Charter, at the next scheduled Committee meeting.

Rescind:

Policy 20-5118-3, IT Services (ITS) Committee Charter

The Committee concurred to review and make live changes to Policy 20-5118-3, IT Services (ITS) Committee Charter, at the next scheduled Committee meeting.

FUTURE AGENDA ITEMS

1. Website Report Statistics
2. Add-on from Word Press
3. Website Redesign
4. Square POS
5. Committee Review and Departmental Reports

6. GRF Board Goals

7. Rescind:

- i. Policy 5051-34, Website Management
- ii. Policy 2825-36, Special Columns
- iii. Policy 2840.02-36, Deadlines
- iv. Policy 2840.04-36, News Stories
- v. Policy 2840.06-36, Obituaries
- vi. Policy 2840.07-36, News Photos
- vii. Policy 2840.08-36, News Coverage
- viii. Policy 2840.09-36, Collection Point
- ix. Policy 20-5118-3, IT Services (ITS) Committee Charter

8. Review:

- i. Policy 20-5125-3, Communications/IT Committee Charter
- ii. Policy 2-2806-1, News Coverage

ADJOURNMENT

Chair Massetti adjourned the meeting at 4:19 p.m.



Nick Massetti, Chair
COMMUNICATIONS COMMITTEE

KL 07-11-19