

CHAIR'S ANNOUNCEMENTS

Chair Massetti greeted and welcomed everyone to the joined Communications/IT and Recreation Committees meeting and introduced Foundation members, guests and staff, including Executive Director, Randy Ankeny, Director of Communications and Technology Nataly Chigireva, IT Supervisor Daniel Fabian, and Communications OPS Coordinator, Katya Lukina.

Rules of Order

Chair Massetti asked everyone to silence their cell phones, wait for their turn to speak and avoid side conversations.

Chair's Report

Chair Massetti stated that Policy 5050-34, Digital Billboards, will be discussed first, and Policies listed for review to be reviewed prior to the ones to be rescinded.

SHAREHOLDER/MEMBER COMMENTS

One Shareholder/ Member spoke on the item pertaining to the Committee's area of purview.

APPROVAL OF MINUTES

The minutes of May 21, 2019, IT Committee meeting were approved as corrected, and the minutes of July 11, 2019, Communications/IT Committee meeting were approved as submitted.

CORRESPONDENCE

2020 Community Guide Format, Lucille Findlay

The Committee concurred to forward Ms. Findlay's correspondence to the Director of Communications and Technology for review and consideration.

GOVERNING DOCUMENTS

Amend:

Policy 5050-34, Digital Billboards

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

TO have the Director of Communications and Technology, the Recreation Director, and the Assistant Recreation Manager direct the information contained in this meeting regarding Policy 5050-34, Digital Billboards, towards a revised version

of it, and present it at the next scheduled Communications/IT Committee meeting for the Committee's review.

The motion was carried unanimously by Committee members present.

The Recreation Committee members and staff were dismissed at 1:53 p.m.

STAFF REPORTS

IT Supervisor

Budget Variance Report

The IT Supervisor went over his reports as presented.

IT Timeline

The Committee reviewed the IT Timeline as presented and advised the IT Supervisor to add an additional line for website redesign.

Wi-Fi Service Speeds

The Committee reviewed Wi-Fi Service Speeds throughout GRF locations as presented.

Managed Technology

The Committee reviewed Managed Technology report as presented by the IT Supervisor.

Website Report Statistics

The IT Supervisor spoke of website statistics and most visited pages, such as On-Site Sales, newspaper, and events calendar, and went over the number of website visitors for the past month, average length of a visiting session and demographics.

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.

Publications Schedule

The Director of Communications and Technology went over the Publications Schedule for 2019-2020. The Committee particularly discussed 2020 LW calendar, Bereavement book, and collection of residents' emails for LW Live.

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 commented on agenda items throughout the meeting.

UNFINISHED BUSINESSBudget Draft 2020
2020 Proposed Operating Budget, CC 236

Following a review of 2020 proposed operating budget for CC 236, the Executive Director spoke of potential revenue streams, retaining value of LW Weekly and moderating the costs.

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

TO forward the revised 2020 proposed operating budget for CC 236 to the Finance Committee as presented.

The motion was carried unanimously by Committee members present.

2020 Proposed Operating Budget, CC 934

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

TO forward the 2020 proposed operating budget for CC 934 to the Finance Committee as presented.

The motion was carried unanimously by Committee members present.

Website Redesign

The Committee concurred to discuss the website redesign at the Website Redesign Ad-Hoc Committee.

Square POS

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

TO approve the purchase of Square POS hardware in the total amount of \$1,900 to be charged to CC 6410015-934 (Computer Supplies), and approve the monthly cost of \$235 to be charged to CC 6481000-934 (Computer Maintenance &

Software) as non-budgeted expense for 2019, and as a budgeted expense for 2020.

The motion was carried unanimously by Committee members present. Chair Masetti called for a break at 2:37 p.m. The meeting resumed at 2:52 p.m.

Nest Thermostat

The Committee discussed the benefits of Nest thermostats throughout GRF offices and Trust Property and voiced their concerns on its use in Clubhouse Six, calling for an option to explore the installation of a centralized AC controller.

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

TO approve the purchase of 13 Nest thermostats in the total amount of \$3,000, for use in GRF offices, to be charged to individual buildings as a non-budgeted expense.

The motion was carried unanimously by Committee members present.

Digital Billboards

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

TO approve the purchase of Amazon Fire Sticks in the total amount of \$350 to be charged to CC 6410015-934 (Computer Supplies) and approve the monthly cost of \$140 to be charged to CC 6481000-934 (Computer Maintenance & Software) as a non-budgeted expense for 2019.

The motion was carried unanimously by Committee members present.

The IT Supervisor also stated that digital billboards display can be customized by programming them differently throughout the locations.

Committee Review and Departmental Reports

Following a brief discussion, the Committee suggested reviewing website statistics on a quarterly basis instead of monthly.

B-Section

The Committee discussed an overview of LW Weekly B-Section & Fair “Health Choice” as presented by the Director of Communications and Technology.

The Executive Director stated that the Policy on use of Trust Property will be brought to the Board for discussion and revision, and the timeline for a B-Section may be available in the beginning of 2020.

GRF Board Goals

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

NEW BUSINESS

Update on the 2020 Community Guide New Format – Redesign

The Director of Communications and Technology stated that this item will be discussed at the next scheduled Communications/IT Committee meeting.

Search Enhancement for Word Press

The IT Supervisor stated that this item will be discussed at the next scheduled Communications/IT Committee meeting.

Suggestions on Ways to Improve LW Weekly

The Committee brainstormed the ideas on LW Weekly improvement including the headers and font size, the amount of space dedicated to religious content and restaurants menu and including key items for the upcoming Committee meetings.

The Committee also concurred to have the Director of Communications and Technology give a presentation on how LW Weekly is put together, from a raw template to contents and ads, at the next scheduled Communications/IT Committee meeting.

GOVERNING DOCUMENTS (Cont.)

Review:

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

Mr. Massetti MOTIONED, seconded by Ms. Isom –

TO accept Policy 20-5125-3, Communications/IT Committee Charter as amended and forward to the BOD for approval.

The motion was carried unanimously by Committee members present.

Policy 2-2806-1, News Coverage

It was the consensus of the Committee to move Policy 2-2806-1, News Coverage, to the next scheduled Communications/IT Committee meeting.

The Executive Director asked the Recording Secretary to add Air Fiber to the next month's agenda.

Rescind:

Policy 5051-34, Website Management

It was the consensus of the Committee to move Policy 5051-34, Website Management, to the next scheduled Communications/IT Committee meeting.

Policy 5125-36, Communications Committee

It was the consensus of the Committee to remove Policy 5125-36, Communications Committee, from the agenda

Policy 2825-36, Special Columns

It was the consensus of the Committee to postpone the rescission of Policy 2825-36, Special Columns.

Policy 2840.02-36, Deadlines

It was the consensus of the Committee to move Policy 2840.02-36, Deadlines, to the next scheduled Communications/IT Committee meeting.

Policy 2840.04-36, News Stories

It was the consensus of the Committee to move Policy 2840.04-36, News Stories, to the next scheduled Communications/IT Committee meeting.

Policy 2840.06-36, Obituaries

It was the consensus of the Committee to move Policy 2840.06-36, Obituaries, to the next scheduled Communications/IT Committee meeting.

Policy 2840.07-36, News Photos

The Director of Communications and Technology stated that the above Policy is now part of Policy 2840.08-36, News Coverage, and will be reviewed at the next scheduled Communications/IT Committee meeting.

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Policy 2840.09-36, Collection Point

The Director of Communications and Technology stated that the above Policy is now part of Policy 2840.08-36, News Coverage, and will be reviewed at the next scheduled Communications/IT Committee meeting.

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

Ms. Hopewell MOTIONED, seconded by Ms. Isom –

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

The motion was carried unanimously by Committee members present.

FUTURE AGENDA ITEMS

1. GRF Board Goals
2. Update on the 2020 Community Guide New Format – Redesign
3. Search Enhancement for Word Press
4. LW Weekly Survey
5. LW Weekly Newspaper Production Process
6. Air Fiber
7. Digital Billboards Utilization
8. Standardize the Policy of News and Digital Billboards

Governing Documents:

1. Amend:
 - i. Policy 5050-34, Digital Billboards
2. Review:
 - i. Policy 2-2806-1, News Coverage
3. 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

ADJOURNMENT

Chair Massetti adjourned the meeting at 4:21 p.m.



Nick Massetti, Chair
COMMUNICATIONS COMMITTEE

KL 08-08-19