



WEBSITE REDESIGN AD HOC COMMITTEE MINUTES

October 13, 2020

The Website Redesign Ad Hoc Committee meeting was held on Tuesday, October 13, 2020, and was called to order at 1:00 p.m. by Chair Isom in Clubhouse Four, followed by the Pledge of Allegiance.

ROLL CALL

Present: Ms. J. Isom, Chair
Ms. I. Heinrichs
Mr. N. Massetti

Ms. L. Stone (Zoom)
Mr. W. Thompson

Absent: Ms. S. Hopewell, Ex-Officio

Also Present: Ms. P. Snowden, GRF Board Member, Mutual Two
Mr. R. Ankeny, Executive Director
Mr. D. Fabian, IT Supervisor
Ms. K. Lukina, News Editor, Copywriter, Page Designer

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 committee meeting will be presented to the Board for approval following the approval of the committee meeting minutes in November 2020.

CHAIR'S ANNOUNCEMENTS

Chair Isom greeted and welcomed everyone to the Website Redesign Ad Hoc Committee meeting and introduced Foundation members, guests and staff, including the Executive Director Randy Ankeny, IT Supervisor Daniel Fabian and News Editor, Copywriter, Page Designer Katya Lukina.

Rules of Order

Chair Isom asked everyone to silence their cell phones, avoid side conversations and be respectful to one another.

Chair's Report

Chair Isom stated that she would like to hear IT Supervisor's input from last meeting's presentations.

SHAREHOLDER/MEMBER COMMENTS

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

APPROVAL OF MINUTES

The minutes of September 15, 2020, Website Redesign Ad Hoc Committee meeting were approved as submitted.

CORRESPONDENCE (N/A)

STAFF REPORTS

IT Supervisor

The IT Supervisor stated that he'll provide his input regarding the follow-up with three developing agencies from last month's meeting - TinyFrog, StormBrain and Yikes, Inc.

Executive Director

The Executive Director commented on agenda items throughout the meeting.

SUB-COMMITTEE REPORTS (N/A)

PRESIDENT'S COMMENTS

President Hopewell was absent.

UNFINISHED BUSINESS

TinyFrog Proposal

The IT Supervisor provided the Committee with a feedback on his follow-up with TinyFrog team and developers. He noted that despite working experience with retirement communities, large team and positive reviews, TinyFrog's references were not responsive.

StormBrain Proposal

The IT Supervisor provided the Committee with a feedback on his follow-up with StormBrain team and developers. He highlighted StormBrain's web developing and marketing skills along with a modern, creative and more personalized approach.

The IT Supervisor stated that StormBrain's team showed great interest and excitement about LW community and delivered good reviews.

YIKES, Inc. Proposal

The IT Supervisor provided the Committee with a feedback on his follow-up with Yikes, Inc. team and developers. He noted that despite the agency's technical proficiency and excellent reviews, the absence of internal marketing team, lack of graphic design elements and text-heavy approach may not be a good fit for LW website.

NEW BUSINESS

Proposal Discussion

The IT Supervisor stated that after a follow-up discussion he would like to suggest StormBrain for LW website redevelopment as a strong marketing skills company with the ability to cater to internal and external users.

Following a discussion and IT Supervisor's feedback, Mr. N. Massetti MOTIONED, seconded by Ms. I. Heinrichs -

TO accept the StormBrain bid in the amount of \$48,000 with 20% contingency, to update Leisure World Seal Beach website, forward it to Finance Committee to secure a Capital funding and recommend the Board of Directors approve the contract.

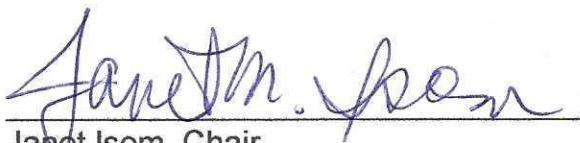
The motion passed unanimously with Committee members present.

The Committee also discussed a concept of reintroducing residents' portal as part of LW website.

GOVERNING DOCUMENTS (N/A)

ADJOURNMENT

Chair Isom adjourned the meeting at 1:46 p.m.



Janet Isom, Chair
Website Redesign Ad Hoc Committee