



COMMUNICATIONS/IT COMMITTEE MINUTES April 8, 2021

The COMM/IT Committee meeting was held on Thursday, April 8, 2021, and was called to order at 1:00 p.m. by Chair Isom in Clubhouse Four and via Zoom, followed by the Pledge of Allegiance.

ROLL CALL

Present:	Ms. J. Isom, Chair	Ms. C. Levine
	Mr. R. Collazo (Zoom)	Mr. L. Slutsky (Zoom, arrived at CH4 at 1:50 p.m. (due to technical difficulties))
	Ms. M. Gerber	Ms. L. Stone (Zoom)
	Ms. S. Hopewell, Ex-Officio	Mr. W. Thompson

Also Present:

- Mr. N. Massetti, GRF Board member, Mutual Seventeen (Zoom)
- Ms. P. Snowden, GRF Board member, Mutual Two (Zoom)
- Mr. D. Fabian, IT supervisor
- Ms. R. Osborn, Managing Editor
- Ms. K. Lukina, Recording Secretary

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 committee meeting will be presented to the Board for approval following the approval of the Committee meeting minutes in May of 2021.

CHAIR'S ANNOUNCEMENTS

Chair Isom greeted and welcomed everyone to the Communications/IT Committee meeting and introduced Foundation members, guests and staff, including IT Supervisor Daniel Fabian, Managing Editor Ruth Osborn and Recording Secretary Katya Lukina.

Rules of Order

Chair Isom asked everyone to be respectful to one another.

Chair's Report

Chair Isom stated that she is looking to make progress on included COMM/IT policies.

SHAREHOLDER/MEMBER COMMENTS

APPROVAL OF MINUTES

The minutes of March 11, 2021, Communications/IT Committee meeting were approved as submitted.

CORRESPONDENCE (N/A)

STAFF REPORTS

IT Supervisor

Budget Variance Report

The IT Supervisor spoke of a budget variance report for CC 934 as presented, explaining the variances.

IT Project Timeline

The IT Supervisor updated the Committee on IT projects timeline and stated that the front gate (Maxxess Access Control) server connectivity is to be resolved within the next two weeks.

Website Statistics

The IT supervisor spoke of website statistics report as presented and explained the variances.

Managing Editor

Budget Variance Report

Budget Comparison Report

The Managing Editor spoke of budget variance report for CC 236, as presented, and explained positive variances due to comeback of long-term advertisers.

Publications Schedule Update

The Committee briefly discussed LWSB 60th anniversary booklet, Tecnavia training and tutorial for the residents to be published in LW Weekly. The Committee also discussed a possibility of producing condensed 2021 Spotlight magazine, depending on sponsorship opportunities.

Executive Director

The Executive Director was absent at the time of the meeting.

SUB-COMMITTEE REPORTS (N/A)**UNFINISHED BUSINESS**Tecnavia Update

The Managing Editor stated that Tecnavia will be ready to launch by April 29th, following the article in LW Weekly and instructional YouTube video.

Following a discussion, the Committee concurred on keeping LW Weekly in PDF format on LWSB website and uploading Tecnavia version (www.lweekly.com) simultaneously for a period of thirty days, following Tecnavia's official launch.

Clubhouse Four Dais Survey Update

The Committee reviewed three vendor proposals on updating Clubhouse Four Dais system, as presented by the IT Supervisor.

Following a discussion, it was the consensus of the Committee to have the IT Supervisor provide Committee members with more information on presented proposals and schedule a demonstration of the services with Board members present, prior to making final decision on a vendor.

LW Live Text Alerts Update

Following a discussion, it was the consensus of the Committee to have the IT Supervisor present a LW Live text alerts survey as corrected, to the residents in a two-step process. First – if the residents are interested, second – if they'd like to opt-in.

NEW BUSINESSSecurity Report Update

Following a discussion, it was the consensus of the Committee to publish an updated security report in the LW Weekly by the Managing Editor.

2022 LW Calendar

Following a discussion, it was the consensus of the Committee to tie 2022 LW calendar featuring vintage historical photos of Leisure World to the announcement of LWSB 60th anniversary and ask for community feedback about the idea in general.

GOVERNING DOCUMENTS**Adopt:**

- i. **Policy 20-5585-2, Advertising Policy – Fees**

Following a brief discussion, Ms. M. Gerber MOTIONED, seconded by Mr. L. Slutsky –

TO adopt Policy 20-5585-2, Advertising Policy – Fees, as revised, and send it to the Board for final approval.

The motion was carried unanimously by Committee members present and on Zoom.

ii. Policy 5585-3, Advertising Procedures

Following a brief discussion, Ms. M. Gerber MOTIONED, seconded by Mr. L. Slutsky –

TO adopt Policy 20-5585-3, Advertising Procedures, as revised, and send it to the Board for final approval.

The motion was carried unanimously by Committee members present and on Zoom.

Chair Isom called for a break at 2:33 p.m. The meeting resumed at 2:50 p.m.

Mr. L. Slutsky left the meeting at the break.

Amend:

i. Policy 20-2806-1, Community Publications

Following a brief discussion, Ms. M. Gerber MOTIONED, seconded by Ms. C. Levine –

TO amend Policy 20-2806-1, Community Publications, as revised, and send it to the Board for final approval.

The motion was carried unanimously by Committee members present and on Zoom.

ii. Policy 20-5585-1, Advertising

Following a brief discussion, Ms. M. Gerber MOTIONED, seconded by Mr. L. Slutsky –

TO amend Policy 20-5585-1, Advertising, as revised, send it to the Board, and further review it at the next scheduled Committee meeting.

The motion was carried unanimously by Committee members present and on Zoom.

Rescind:

- i. Policy 20-2806-2, Community Publications – Fees**
- ii. Policy 20-2850-3, Advertising Commissions**
- iii. Policy 20-2860-1, Establishing Advertising Rates**
- iv. Policy 20-2861-1, Advertising for Estate and Patio Sales**
- v. Policy 20-2866-1, Bilingual Advertising**
- vi. Policy 20-5581-1, Communications Department Advertising**
- vii. Policy 20-5583-3, Minibus Advertising**

Following a brief discussion, the Committee concurred to rescind the above policies with no objections.

PRESIDENT'S COMMENTS

President Hopewell commented on agenda items throughout the meeting.

FUTURE AGENDA ITEMS

Unfinished Business:

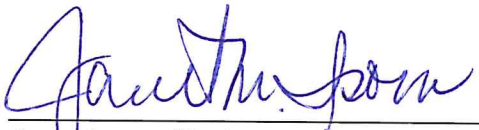
- a. GRF Survey
- b. Tecnavia
- c. Clubhouse Four Dais Update
- d. 2022 Calendar
- e. Review: Policy 20-5585-1, Advertising

NEXT MEETING

Thursday, May 13, 2021

ADJOURNMENT

Chair Isom adjourned the meeting at 3:10 p.m.



Janet Isom, Chair
COMMUNICATIONS/IT COMMITTEE

KL 04-08-21