



*The Golden Rain Foundation provides an enhanced quality of life
for our active adult community of Seal Beach Leisure World*

COMMUNICATIONS COMMITTEE

Agenda

Administration Conference Room/Virtual
Thursday, August 11, 2022
1:00 p.m.

To view the live Communications Committee meeting:

- Go to www.lwsb.com
- The tab will be active at 12:45 pm on the day of the meeting
- The live streaming uses YouTube live and terminates at the close of the meeting

1. Call to Order

2. Introduction of the 2022-2023 Communications Committee

Lucy Ableser
Donna Gambol
Susan Hopewell

Janet Isom
Leah Perrotti
William Thompson, Chair

3. Roll Call/Notice of Quorum

4. Chair's Comments/Rules of Order

5. Introduction of Guests and Staff

Marsha Gerber, GRF President
Jessica Sedgwick, Executive Director
Ruth Osborn, Managing Editor
Carolyn Miller, Director of Finance
Malena Avila, Communications Coordinator/Recording Secretary

6. Civic Service Recognition – Marge Dodero

7. Member Comments (*Limit of 3 minutes*)

8. Approval of Minutes

9. Correspondence

10. Staff Reports

- a. Managing Editor
 - i. Budget Variance Reports (pp. 4-6)
 - ii. Budget Comparison Report (pp. 7-8)
 - iii. 2023 Draft Budget (pp. 9-15)
 - iv. Publications Schedule Update (pp. 16-18)
- b. Executive Director

11. Unfinished Business

- a. Employee Communications Start-up & Staffing
- b. Sponsorship for Public Art Display

12. Business

- a. Nominate New Committee Vice Chair
- b. Revenue Enhancement Opportunities
- c. Request for LW Weekly Complimentary Advertising and Editorial Space

13. Governing Documents

- a. Review 20-5125-3 Communications Committee Charter (pp. 19-20)
- b. Review 20-5050-3 Electronic Communications (p. 21)
- c. Review 20-5050-1 Digital Billboards (pp. 22-24)

14. Future agenda items

- a. 20-5051-3 Website Management
- b. 20-5585-1 Advertising Policy
- c. 20-5585-3 Advertising Procedures
- d. Revenue Enhancement Proposals

15. President's Comments

16. Next Meeting

Thursday, October 13, 2022, 1 p.m.
Administration Conference Room/Virtual

17. Adjournment



COMMUNICATIONS/IT COMMITTEE MINUTES May 12, 2022

The meeting of the Communication/IT Committee was held on Thursday, May 12, 2022, and was called to order at 1:00 p.m. by Chair Snowden, in the Administration Conference Room and via Zoom, followed by the Pledge of Allegiance.

ROLL CALL

Present: Ms. P. Snowden, Chair
Ms. L. Ableser
Ms. D. Gambol
Mr. S. Geffner
Ms. J. Isom
Ms. C. Levine
Mr. L. Slutsky via Zoom
Mr. W. Thompson
Ms. S. Hopewell, Ex-Officio

Also Present: Mrs. R. Osborn, Managing Editor
Mr. M. Mario, IT Manager
Mr. S. Iskenderian, IT Supervisor via Zoom
Ms. M. Gerber, GRF Representative, Mutual Four
Mr. N. Massetti, GRF Representative, Mutual Seventeen
Mr. P. Mandeville, GRF Representative, Mutual Eleven
Ms. T. Makakaufaki, Recording Secretary
Two Members

Chair Snowden greeted and welcomed everyone to the Communications/IT Committee meeting and introduced Foundation members, guests, and staff.

By unanimous consent, the Chair dispensed with the reading of the quorum notification.

In accordance with Civil Code 4090, please be advised that a quorum of the board is present in person, via telephone or virtually at a posted meeting and the business of the Committee conducted in accordance with an agenda. As such, a meeting of the Communications/ITS Committee is called to order and a meeting of the Board of the Golden Rain Foundation (GRF) is called to order. Any agenda actions of the committee will be limited to the members of committee and will only constitute such actions in accordance with stated committee policy and/or provide recommendations to the GRF Board at a regularly scheduled meeting of the Board normally held on the 4th Tuesday of the month.

GRF Board members who are not committee members will be allowed to comment only:

- a) During proscribed comment period for a period not to exceed 3 minutes.
- b) If recognized by the Chair of the Committee.

The minutes of today's Committee Board meeting will be presented to the Board for approval following the committee's July approval of the committee meeting minutes.

CHAIR'S ANNOUNCEMENTS

Chair Snowden welcomed the Committee members, guests, and staff, including GRF President Susan Hopewell, Managing Editor Ruth Osborn, IT Manager Marcelo Mario, IT Supervisor Seth Iskenderian and Recording Secretary Tia Makakaufaki.

Managing Editor introduced LW Weekly staff members to the Committee.

MEMBER COMMENTS

Two members commented at the meeting.

APPROVAL OF MINUTES

The minutes of the April 14, 2022, Communications/IT Committee meeting were approved as amended.

CORRESPONDENCE

The committee reviewed three of items of correspondence.

STAFF REPORTS

Budget Variance Report

By pre-arrangement, IT Supervisor did not present budget variance update for the Committee. No action was taken.

IT Project Timeline

The IT Manager presented and reviewed the IT project timeline. No action was taken.

Managing Editor

The Managing Editor provided the Committee with the variance and comparison budget reports for CC 236 as presented. No action was taken.

LW Weekly Advertising Manager Sylvia King updated the Committee. No action was taken.

The Chair called for a 15-minute break at 2:35 p.m.

The meeting resumed at 2:50 p.m.

Publications Schedule Update

An update was given to the Committee. No action was taken.

Executive Director

There was no Executive Director report provided at the time of the meeting.

UNFINISHED BUSINESS

Employee Communications (GD)

It was the consensus of the Committee to discuss the Employee Communications (DG) at the next scheduled Committee meeting.

Livestream Tech Issues – Update

It was the consensus of the Committee to discuss the Livestream Tech Issues at the next scheduled committee meeting.

Update Cameras & Equipment – Conference Rooms

It was the consensus of the Committee to discuss Cameras & Equipment in Conference Rooms at the next scheduled committee meeting.

GRF Building Electronic Temperature Units Replacements – Update

It was the consensus of the Committee to discuss the GRF Building Electronic Temperature Units Replacement at the next scheduled Committee meeting.

GOVERNING DOCUMENTS (N/A)

PRESIDENT’S COMMENTS

President Hopewell provided information and updates on agenda items throughout the meeting.

FUTURE AGENDA ITEMS

FUTURE AGENDA ITEMS for Communications:

- A. Meet Department Staff
- B. Digital Templates for Electronic Billboard submissions
- C. Additional Ad locations/types for discussion
- D. Art Sponsorship
- E. Employee Communications
- F. Review Governing Documents:
 - 20-5125-3 Committee Charter
 - 20-5585-1 Advertising Policy
 - 20-5585-3 Advertising - Procedures

FUTURE AGENDA ITEMS for IT:

- A. Meet Department Staff
- B. Assess Backup Power Needed During Emergencies
- C. Live Stream Issues
- D. Dais in Clubhouse 4 Replacement Options
- E. Replacement of 123 Computers Before 2023
- F. Electronic Billboards
- G. Electronic Temperature Units in Trust Property Buildings
- H. Review Governing Documents:
 - 20-5045-3 Board Member Use of Foundation Equipment
 - 20-5051-3 Website Management
 - 20-5125-3 Committee Charter

NEXT MEETING

To be determined.

ADJOURNMENT

Chair Snowden adjourned the meeting at 3:13 p.m.

Paula Snowden, Chair
Communications/IT
tm 05.12.22

Budget Variance Report—April 2022

News - CC 236

<u>GL Code</u>	<u>Account Description</u>	<u>Variance</u>	<u>Explanation</u>
6101000 236	Salaries, Commissions, Taxes - News	1,887	Favorable. Staffing levels are nearing pre-COVID levels (there is one fewer advertising employee).
64835000 236	Newspaper Distribution - News	2,894	Favorable - Deliveries are running as expected with few extra charges related to heavier-than-normal inserts and inclement weather.
6483515 236	Newspaper Printing - News	24,437	Favorable - Escalating pricing in paper markets has required us to scale back on premium paper stock; paper availability may be an issue in future if trends continue. We are working with printer to keep costs in check as much as possible.
5731100 236	Insert Ad Income - News	4,195	Favorable - Insertion orders are on the rise.
5731500 236	Display Advertising - News	12,268	Favorable - LW Weekly page counts are averaging 28-32 (up from 24) as regular advertisers continue to return.
5732200 236	Bus Ad Income	2,350	Bus signage continues to be attractive to advertisers (there is a waiting list).
	Total Explained Variances	\$ 48,031	of \$54,477

Budget Variance Report—May 2022

News - CC 236

<u>GL Code</u>	<u>Account Description</u>	<u>Variance</u>	<u>Explanation</u>
6101000 236	Salaries, Commissions, Taxes - News	(3,779)	Unfavorable attributed to recent salary adjustments.
6481000-236	Computer Maintenance/Software	(1,754)	Unfavorable attributed to unbudgeted required computer/software upgrades.
64835000 236	Newspaper Distribution - News	3,944	Favorable - Deliveries are running as expected with few extra charges related to heavier-than-normal inserts and inclement weather.
6483515 236	Newspaper Printing - News	30,919	Favorable - Escalating pricing in paper markets has required us to scale back on premium paper stock; paper availability remains a challenge for special publications. We are working with printer to keep costs in check.
5731100 236	Insert Ad Income - News	4,115	Favorable - Insertion orders are remain robust.
5731500 236	Display Advertising - News	14,798	Favorable - LW Weekly page counts are averaging 28-32 (up from 24) as regular advertisers continue to return.
5732200 236	Bus Ad Income	2,525	Bus signs continue to be attractive to advertisers (there is a waiting list).
	Total Explained Variances	\$ 48,031	of \$67,795

Budget Variance Report—June 2022

News - CC 236

<u>GL Code</u>	<u>Account Description</u>	<u>Variance</u>	<u>Explanation</u>
6101000 236	Salaries, Commissions, Taxes - News	(2,477)	Unfavorable. Commission projections are based on the sale of display advertising in the LW Weekly, on bus signs and in specialty products such as the map, calendar, Minibus schedule, show/movie sponsorships and other booklets. The production schedule (and hence commissions) vary by year and are difficult to accurately project.
	Group Insurance - Medical & Dental	(5,257)	Unfavorable - greater participation than budgeted
6435100-236	Bank Service Fees	(1,005)	Unfavorable. The News recently changed to Square, an all-in-one credit card processing service, which is more efficient, secure and easy to use. Service fees are charged at a rate of 3.5% plus \$0.15.
6481000-236	Computer Maintenance/Software	(1,754)	Unfavorable attributed to unbudgeted required computer/software upgrades.
64835000 236	Newspaper Distribution - News	2,882	Favorable - Deliveries are running smoothly with few extra charges related to heavier-than-normal inserts, oversized papers and inclement weather.
6483515 236	Newspaper Printing - News	35,363	Favorable - Escalating pricing in paper markets has required the News to switch to cheaper newsprint (rather than higher grade paper). Newsprint prices rose more than 30% in last 2 years but demand fell 26% in 2020 and 5% so far this year as newspapers nationwide are merging and closing. Our printer has stockpiled newsprint as paper mills are closing and paper supply is dwindling.
6483521 236	Annual Report Printing	7,500	Favorable. The annual report was discontinued in 2022, so the funds allocated to printing it were not used.
5731100 236	Insert Ad Income - News	4,790	Favorable so far but insertion orders are beginning to taper off.
5731500 236	Display Advertising - News	19,161	Favorable. LW Weekly advertising orders are ahead of projections.
5732200 236	Bus Ad Income	2,850	Favorable. Bus signs continue to be attractive to advertisers (there is a waiting
5732400 236	Newspaper Front Footer Ad Income	4,940	Favorable. A new advertiser has joined Sonus in booking premium Page 1 ad
Total Explained Variances		66,993	of \$82,051

P.O. Box 2069
Seal Beach CA 90740

Jun Actuals	Jun Budget	Budget Variance	Acct #	Description	Y-T-D Actual	Y-T-D Budget	Budget Variance	Annual Budget
Expenses - News								
35,025	37,277	2,252		Salaries & Wages News	218,624	218,580	(44)	442,243
4,090	2,883	(1,207)	6101000 236	Commissions - News	19,381	16,905	(2,476)	34,200
2,741	2,999	258		Employment Taxes News	19,222	19,265	43	37,259
191	203	12	6142000 236	Workers' Compensation - News	976	1,218	242	1,892
6,092	4,545	(1,547)		Group Ins - Medical News	31,466	27,270	(4,196)	54,540
252	71	(181)	6143300 236	Group Insurance - Dental - News	1,487	426	(1,061)	852
61	55	(6)	6143500 236	Group Insurance - Vision - News	387	330	(57)	660
1,415	1,191	(224)	6144000 236	401(k) Match - News	6,306	6,985	679	14,132
138	160	22	6145000 236	Group Insurance - Life - News	897	960	63	1,920
132	186	54	6146000 236	Long Term Disability Insurance - News	853	1,116	263	2,232
0	0	0	6211000 236	Continuing Education - News	0	1,500	1,500	1,500
0	0	0	6214000 236	Meals & Special Events - News	110	0	(110)	0
0	0	0	6215000 236	Mileage - News	62	0	(62)	0
0	60	60	6410000 236	Materials & Supplies - News	134	360	226	720
0	0	0	6410005 236	Building Supplies - News	29	0	(29)	0
0	0	0	6410010 236	Hospitality - News	29	50	21	50
0	240	240	6410015 236	Computer Supplies - News	362	1,440	1,078	2,880
0	0	0	6410020 236	Equipment Expense - News	1,457	850	(607)	850
0	100	100	6410030 236	Printer / Copier Supplies - News	730	1,250	520	2,500
543	460	(83)	6420100 236	Electricity - News	2,510	2,760	250	5,523
45	47	2	6422000 236	Telephone - News	268	285	17	567
851	705	(146)	6435100 236	Bank Service Fees - News	5,235	4,230	(1,005)	8,460
244	273	29	6444000 236	Equipment Rental - News	1,427	1,638	211	3,276
0	200	200	6472000 236	Equipment Repair & Maintenance - News	0	1,200	1,200	2,400
238	238	0	6478000 236	Service Contracts - News	263	288	25	550
540	550	10	6481000 236	Computer Maintenance & Software - News	10,564	8,820	(1,744)	12,120
230	291	61	6482000 236	Dues, Memberships & Books - News	1,552	1,655	103	3,088
10,397	9,335	(1,062)	6483500 236	Newspaper Distribution - News	53,128	56,010	2,882	112,020
567	700	133	6483505 236	Insert Distribution Labor - News	2,709	4,000	1,291	8,000
8,556	13,000	4,444	6483515 236	Newspaper Printing - News	42,637	78,000	35,363	158,000
0	0	0	6483520 236	Telephone Book Printing - News	0	0	0	12,000
0	0	0	6483521 236	Annual Report Printing - News	0	7,500	7,500	7,500
0	0	0	6483535 236	Calendar Printing & Distribution - News	0	0	0	9,800
0	0	0	6483545 236	Minibus Schedule Printing - News	5,757	6,500	743	6,500
1,484	1,652	168	6731000 236	Property & Liability Insurance - News	8,904	9,912	1,008	19,824
0	430	430	6910000 236	Uncollectible Customer Receivables - New	0	2,580	2,580	5,160
73,831	77,851	4,020		Total Expenses	437,466	483,883	46,417	973,218
Other Cost Recovery								
1,970	0	1,970	5380450 236	Show Sponsorship Income - News	1,970	0	1,970	13,600

P.O. Box 2069
Seal Beach CA 90740

Jun Actuals	Jun Budget	Budget Variance	Acct #	Description	Y-T-D Actual	Y-T-D Budget	Budget Variance	Annual Budget
0	0	0	5380451 236	Movie Sponsorship Income - News	0	0	0	5,500
60	43	17	5385000 236	Other Income - News	275	258	17	516
(24)	0	(24)	5541000 236	Sales Discounts Net 10 - News	(150)	0	(150)	500
2,810	2,000	810	5731000 236	Classified Advertising - News	15,355	12,000	3,355	24,000
2,675	2,000	675	5731100 236	Insert Ad Income - News	16,790	12,000	4,790	24,000
37,163	32,800	4,363	5731500 236	Display Advertising - News	215,961	196,800	19,161	393,600
3,225	2,900	325	5732200 236	Bus Cling/Wrap Ad Income - News	20,250	17,400	2,850	34,800
0	0	0	5732210 236	Calendar Advertising - News	0	0	0	11,300
3,300	1,200	2,100	5732400 236	Newspaper Front Footer Ad Income - News	12,140	7,200	4,940	14,400
0	0	0	5732500 236	Telephone Book Income - News	0	0	0	40,000
0	0	0	5732510 236	Annual Report Income - News	0	1,000	(1,000)	1,000
0	0	0	5732545 236	Minibus Schedule Advertisement - News	10,201	10,500	(299)	10,500
51,180	40,943	10,237		Total Other Cost Recovery	292,792	257,158	35,634	573,716
33,292	33,292	0	5330000 236	Income / Refund from Mutuals - News	199,752	199,752	0	399,502
84,472	74,235	10,237		Total Cost Recovery	492,544	456,910	35,634	973,218
10,640	(3,616)	14,256		Net Income / (Expense) Before Off Budget	55,078	(26,973)	82,051	0
				Off Budget Items				
277	0	(277)	8110000 236	Depreciation Expense - News	1,659	0	(1,659)	0
(277)	0	(277)		Total Off Budget Items	(1,659)	0	(1,659)	0
10,364	(3,616)	13,980		Net Income / (Expense)	53,419	(26,973)	80,392	0

Golden Rain Foundation
2023 Proposed Operating Budget - Cost Center 236 - News Department (Draft)
Data as of June 30, 2022

GL Account	GL Name	2023 Total	2022 Budget	\$ Change	% Change	2022 YTD Actual	2022 Projected	\$ Change	2022 Annualized	\$ Change	2021 Actual	\$ Change
Expenses - News												
6100000 236	Salaries & Wages - News	496,683	442,243	54,440	12.3%	218,624	442,287	54,396	437,247	59,436	360,653	136,030
6101000 236	Commissions - News	37,800	34,200	3,600	10.5%	19,381	36,676	1,124	38,762	(962)	33,941	3,859
6140000 236	Employment Taxes - News	41,989	37,259	4,730	12.7%	19,222	37,216	4,773	38,443	3,546	31,061	10,928
6142000 236	Workers' Compensation - News	2,106	1,892	214	11.3%	976	1,650	456	1,952	154	1,192	914
6143000 236	Group Insurance - Medical - News	59,412	54,540	4,872	8.9%	31,466	58,736	676	62,933	(3,521)	39,071	20,341
6143300 236	Group Insurance - Dental - News	1,008	852	156	18.3%	1,487	1,913	(905)	2,973	(1,965)	2,663	(1,655)
6143500 236	Group Insurance - Vision - News	672	660	12	1.8%	387	717	(45)	774	(102)	571	101
6144000 236	401(k) Match - News	15,316	14,132	1,184	8.4%	6,306	13,453	1,863	12,612	2,704	10,199	5,117
6145000 236	Group Insurance - Life - News	2,424	1,920	504	26.3%	897	1,857	567	1,795	629	1,279	1,145
6146000 236	Long Term Disability Insurance - News	2,832	2,232	600	26.9%	853	1,969	863	1,706	1,126	1,137	1,695
	Total Wages & Benefits	660,242	589,930	70,312	11.9%	299,599	596,474	63,768	599,197	61,045	481,767	178,475
6211000 236	Continuing Education - News	1,500	1,500	0	0.0%	0	0	1,500	0	1,500	0	1,500
6213100 236	Contractor Fees - News	0	0	0	0.0%	0	0	0	0	0	0	0
6214000 236	Meals & Special Events - News	0	0	0	0.0%	110	110	(110)	220	(220)	57	(57)
6215000 236	Mileage - News	180	0	180	100.0%	62	62	118	124	56	0	180
6410000 236	Office Supplies - News	756	720	36	5.0%	134	494	262	267	489	276	480
6410005 236	Building Supplies - News	200	0	200	100.0%	29	29	171	57	143	44	156
6410010 236	Hospitality - News	100	50	50	100.0%	29	29	71	59	41	24	76
6410015 236	Computer Supplies - News	2,880	2,880	0	0.0%	362	1,802	1,078	724	2,156	2,755	125
6410020 236	Equipment Expense - News	5,000	850	4,150	488.2%	1,457	1,457	3,543	2,914	2,086	791	4,209
6410030 236	Printer / Copier Supplies - News	2,300	2,500	(200)	-8.0%	730	1,980	320	1,461	839	1,101	1,199
6420100 236	Electricity - News	5,632	5,523	109	2.0%	2,510	5,273	359	5,019	613	5,594	38
6422000 236	Telephone - News	547	567	(20)	-3.5%	268	550	(3)	536	11	424	123
6435100 236	Bank Service Fees - News	10,500	8,460	2,040	24.1%	5,235	9,465	1,035	10,470	30	9,459	1,041
6444000 236	Equipment Rental - News	3,428	3,276	152	4.6%	1,427	3,065	363	2,854	574	3,073	355
6471000 236	Building Repair & Maintenance - News	0	0	0	0.0%	0	0	0	0	0	0	0
6472000 236	Equipment Repair & Maintenance - News	2,000	2,400	(400)	-16.7%	0	1,200	800	0	2,000	0	2,000
6478000 236	Service Contracts - News	550	550	0	0.0%	263	525	25	526	24	71	479
6481000 236	Computer Maintenance & Software - News	15,000	12,120	2,880	23.8%	10,564	13,864	1,136	21,128	(6,128)	11,874	3,126
6482000 236	Dues, Memberships & Books - News	3,180	3,088	92	3.0%	1,552	2,985	195	3,105	75	3,031	149
6483500 236	Newspaper Distribution - News	120,900	112,020	8,880	7.9%	53,128	109,138	11,762	106,256	14,644	111,213	9,687
6483505 236	Newspaper Insert Distribution (Labor) - News	7,200	8,000	(800)	-10.0%	2,709	6,709	491	5,419	1,781	7,846	(646)
6483515 236	Newspaper Printing - News	128,000	158,000	(30,000)	-19.0%	42,637	122,637	5,363	85,274	42,726	111,459	16,541
6483520 236	Community Guide Printing - News	25,000	12,000	13,000	108.3%	0	12,000	13,000	0	25,000	20,906	4,094
6483521 236	Annual Report Printing - News	0	7,500	(7,500)	-100.0%	0	0	0	0	0	0	0
6483522 236	Leadership Guide Printing - News	5,600	0	5,600	100.0%	0	0	5,600	0	5,600	0	5,600
6483530 236	Spotlight Magazine Printing - News	8,000	0	8,000	100.0%	0	0	8,000	0	8,000	0	8,000
6483531 236	Spotlight Distribution Expense - News	2,400	0	2,400	100.0%	0	0	2,400	0	2,400	0	2,400
6483535 236	Calendar Printing & Distribution - News	14,000	9,800	4,200	42.9%	0	9,800	4,200	0	14,000	12,997	1,003
6483540 236	Newspaper Specialty Printing - News	0	0	0	0.0%	0	0	0	0	0	669	(669)
6483545 236	Minibus Schedule Printg & Distr - News	7,000	6,500	500	7.7%	5,757	5,757	1,243	11,515	(4,515)	0	7,000

Golden Rain Foundation
2023 Proposed Operating Budget - Cost Center 236 - News Department (Draft)
Data as of June 30, 2022

GL Account	GL Name	2023 Total	2022 Budget	\$ Change	% Change	2022 YTD Actual	2022 Projected	\$ Change	2022 Annualized	\$ Change	2021 Actual	\$ Change
6483550 236	Map Printing - News	0	0	0	0.0%	0	0	0	0	0	3,638	(3,638)
6731000 236	Property & Liability Insurance - News	22,260	19,824	2,436	12.3%	8,904	18,816	3,444	17,808	4,452	16,029	6,231
6910000 236	Uncollectible Customer Receivables - News	2,400	5,160	(2,760)	-53.5%	0	2,580	(180)	0	2,400	1,302	1,098
	Total Operating Expenses	396,513	383,288	13,225	3.5%	137,867	330,327	66,186	275,736	120,777	324,633	71,880
	Total Cost Center Expenses	1,056,755	973,218	83,537	8.6%	437,466	926,801	129,954	874,933	181,822	806,400	250,355
	Other Cost Recovery											
5380334 236	Map Sales Income - News	0	0	0	0.0%	0	0	0	0	0	0	0
5380450 236	Show Sponsorship Income	12,000	13,600	(1,600)	-11.8%	1,970	15,570	(3,570)	3,940	8,060	3,273	8,727
5380451 236	Movie Sponsorship Income	3,500	5,500	(2,000)	-36.4%	0	5,500	(2,000)	0	3,500	998	2,502
5385000 236	Other Income - News	1,040	516	524	101.6%	275	533	507	550	490	842	198
5541000 236	Sales Discounts Net 10 - News	0	500	(500)	-100.0%	(150)	350	(350)	(300)	300	(260)	260
5611000 236	Late Charges - News	0	0	0	0.0%	0	0	0	0	0	0	0
5731000 236	Classified Advertising - News	26,400	24,000	2,400	10.0%	15,355	27,355	(955)	30,711	(4,311)	32,679	(6,279)
5731100 236	Newspaper Insert Ad Income - News	18,000	24,000	(6,000)	-25.0%	16,790	28,790	(10,790)	33,580	(15,580)	35,320	(17,320)
5731500 236	Display Advertising - News	429,120	393,600	35,520	9.0%	215,961	412,761	16,359	431,922	(2,802)	428,213	907
5732100 236	Amphitheater Spotlight - News	11,000	0	11,000	100.0%	0	0	11,000	0	11,000	0	11,000
5732200 236	Bus Clings/Wraps - News	34,800	34,800	0	0.0%	20,250	37,650	(2,850)	40,500	(5,700)	39,000	(4,200)
5732210 236	Calendar Advertising - News	12,000	11,300	700	6.2%	0	11,300	700	0	12,000	11,300	700
5732300 236	Newspaper Specialty Promos - News	0	0	0	0.0%	0	0	0	0	0	0	0
5732400 236	Newspaper Front Footer Ad - News	17,280	14,400	2,880	20.0%	12,140	19,340	(2,060)	24,280	(7,000)	18,280	(1,000)
5732500 236	Community Guide Income - News	35,000	40,000	(5,000)	-12.5%	0	40,000	(5,000)	0	35,000	36,907	(1,907)
5732501 236	Leadership Guide Income - News	3,800	0	3,800	100.0%	0	0	3,800	0	3,800	0	3,800
5732510 236	Annual Report Income - News	0	1,000	(1,000)	-100.0%	0	0	0	0	0	0	0
5732545 236	Minibus Schedule Advertisement - News	10,200	10,500	(300)	-2.9%	10,201	10,201	(1)	20,402	(10,202)	0	10,200
5732600 236	Map Advertising Income - News	0	0	0	0.0%	0	0	0	0	0	7,102	(7,102)
	Total Other Cost Recovery	614,140	573,716	40,424	7.0%	292,792	609,350	4,790	585,585	28,555	613,654	486
5330000 236	Income from / (Refund to) Mutuals	442,615	399,502	43,113	10.8%	199,752	399,502	43,113	399,504	43,111	433,600	9,015
	Total Cost Recovery	1,056,755	973,218	83,537		492,544	1,008,852	47,903	985,089	71,666	1,047,254	9,501
	Net Income / (Expense)	0	0	0		55,078	82,051	(82,051)	110,156	(110,156)	240,854	(240,854)
	PAPM	5.58	5.04	0.54								
	FTE	8.00	7.70	0.30								

**GOLDEN RAIN FOUNDATION
2023 BUDGET ASSUMPTIONS
News Department – CC236**

GL CODE	LINE ITEM	DESCRIPTION	EXHIBITS															
6100000	Salaries & Wages	Total FTEs for 2023 shows an increase of 0.30 FTE with the conversion of a part-time position to full-time. The 2023 budget assumptions also include the pay increases during 2022 that were not included in the 2022 budget plus a pay for performance allowance of 2.60% for 2023.																
6101000	Commissions	Commission projections are based on the sale of display advertising in the LW Weekly, on bus signs and in specialty products such as the map, calendar, Minibus schedule, show/movie sponsorships and other booklets. The production schedule (and hence commissions) vary by year.																
6140000	Payroll Taxes	Calculations are based on the current rates established by Federal and State statutes. 2022 and estimated 2023 rates are listed below.																
			2023	2022														
		SS Max Salary	\$147,000	\$142,800														
		SS Rate	6.20%	6.20%														
		Medicare Rate	1.45%	1.45%														
		SS & Med. Rate	7.65%	7.65%														
		UI Max Salary	\$7,000	\$7,000														
		UI State	1.70%	2.40%														
		UI Fed	0.60%	0.60%														
		UI Total	2.30%	3.00%														
UI Max Total	\$161	\$210																
6142000	Workers Comp Insurance	Workers' Compensation Insurance premiums are calculated according to how employees are classified (with regards to the specific type of work they perform) and the rate assigned to each classification type. These rates are based on the degree of physical activities associated with each position. Certain positions require more physical activities, such as Building Inspectors, Service Maintenance Staff and Security Department have a higher rate compared to office staff positions that require less physical activity. As such, some cost center budgets will show a different percentage compared to other cost centers. The 2023 overall budget is based on an assumed 21.3% increase over the 2022 actual premiums due to increase in wage rates and FTEs:																
		<table border="0"> <tr> <td style="text-align: center;">2022</td> <td style="text-align: center;">2022</td> <td style="text-align: center;">2022</td> <td></td> <td></td> </tr> <tr> <td style="text-align: center;">Actual</td> <td style="text-align: center;">Budget</td> <td style="text-align: center;">Variance</td> <td style="text-align: center;">%</td> <td></td> </tr> <tr> <td style="text-align: right;">179,582</td> <td style="text-align: right;">212,715</td> <td style="text-align: right;">33,133</td> <td style="text-align: right;">15.6%</td> <td style="text-align: right;">Favorable</td> </tr> </table>	2022	2022	2022			Actual	Budget	Variance	%		179,582	212,715	33,133	15.6%	Favorable	
		2022	2022	2022														
		Actual	Budget	Variance	%													
		179,582	212,715	33,133	15.6%	Favorable												
<table border="0"> <tr> <td style="text-align: center;">2023</td> <td style="text-align: center;">2022</td> <td style="text-align: center;">2022</td> <td></td> <td></td> </tr> <tr> <td style="text-align: center;">Budget</td> <td style="text-align: center;">Budget</td> <td style="text-align: center;">Variance</td> <td style="text-align: center;">%</td> <td></td> </tr> <tr> <td style="text-align: right;">228,084</td> <td style="text-align: right;">212,715</td> <td style="text-align: right;">15,369</td> <td style="text-align: right;">7.2%</td> <td style="text-align: right;">Increase</td> </tr> </table>	2023	2022	2022			Budget	Budget	Variance	%		228,084	212,715	15,369	7.2%	Increase			
2023	2022	2022																
Budget	Budget	Variance	%															
228,084	212,715	15,369	7.2%	Increase														
<table border="0"> <tr> <td style="text-align: center;">2022</td> <td style="text-align: center;">2023</td> <td style="text-align: center;">2022</td> <td></td> <td></td> </tr> <tr> <td style="text-align: center;">Actual</td> <td style="text-align: center;">Budget</td> <td style="text-align: center;">Variance</td> <td style="text-align: center;">%</td> <td></td> </tr> <tr> <td style="text-align: right;">179,582</td> <td style="text-align: right;">228,084</td> <td style="text-align: right;">48,502</td> <td style="text-align: right;">21.3%</td> <td style="text-align: right;">Increase</td> </tr> </table>	2022	2023	2022			Actual	Budget	Variance	%		179,582	228,084	48,502	21.3%	Increase			
2022	2023	2022																
Actual	Budget	Variance	%															
179,582	228,084	48,502	21.3%	Increase														
6143000 – 6146000	EE Benefits	The 2023 budget for group health plans includes Medical, Dental, Vision, and Life Insurance. The assumptions for 2023 are a 19% increase in current actual rates for the medical plans and 9% for all other plans. The budget also reflects a new low-cost medical plan for employees only, approved by the Board in 2022, that the company pays 100% of the premiums. The 2023 budget is based																

**GOLDEN RAIN FOUNDATION
2023 BUDGET ASSUMPTIONS
News Department – CC236**

		on the actual 2022 participation and estimated future participation for 2023 new hires. These total combined benefits show an overall 20% or \$216K increase over the 2022 budget.							
6211000	Continuing Education	This line item includes Magazine Manager CRM software training and anticipated InDesign software training as new hires come on board.							
6213100	Agency / Contractor Fees	No funds were budgeted for 2023.							
6214000	Meals & Special Events	No funds were budgeted for 2023.							
6215000	Mileage	Historically, minimal mileage is accrued by staff, with exception of the sales rep who occasionally travels to meet with advertisers.							
6410000	Office Supplies	Typical items charged to this account are envelopes, folders, pens, paper clips and Post-Its, at a projected average of about \$63 per month, a 5% increase over last year to account for inflation.							
6410005	Building Supplies	Minimal funds allocated to accommodate the cost of materials for small repairs that need to be made during the year.							
6410010	Hospitality	Includes supplies associated with coffee and tea, such as coffee cups, creamer and sugar. Also includes periodic water delivery.							
6410015	Computer Supplies	Items include computer peripherals, such as keyboards, keyboard trays, mice, cables, monitors, hard drives, etc. Based on 2021 actual plus 5 percent.							
6410020	Equipment Expense	Funds are budgeted to cover equipment needed for day-to-day operations of department, i.e. cameras, lenses, computers. Based on anticipated need to replace two 10-year-old computers used by news production.							
6410030	Printer/Copier Supplies	This includes ink and toner for News printers (except Konica machine ink and toner, which are included in the maintenance contract), as well as all paper for desktop printers and the newspaper proof printers. Budget includes \$1,400 for ink for two HP printers.							
6420100	Electricity	The 2023 budget is based on an overall increase of 5% over actual expenses from the past 12 months (June – May). The 2023 budget was adjusted upward by 2% to accommodate current usage and rates.							
6422000	Telephone	For 2023, the budget includes the monthly charges for one cell phone used by the Sales Associate.							
6435100	Bank Service Fees	The News is charged for the bank fees associated with its credit-card sales. The department recently changed to Square all-in-one credit card processing service, which is more efficient, secure and easy to use. Service fees are charged at a rate of 3.5% plus \$0.15.							
6444000	Equipment Rental	<p>Expenditures charged to this account include the rental of:</p> <table style="margin-left: 40px;"> <tr> <td>1 Kyocera copy machine</td> <td style="text-align: right;">\$3,033</td> </tr> <tr> <td>PO Box 2020 for News Payments (Jul)</td> <td style="text-align: right;"><u>\$395</u></td> </tr> <tr> <td>Total budget</td> <td style="text-align: right;"><u>\$3,428</u></td> </tr> </table> <p>The 2023 budget includes a 5% increase in April for the Kyocera lease per the contract. The current Kyocera lease contract includes a fixed maintenance fee predetermined by the average print volume on the machine. The Kyocera contract expires on 7/31/2024.</p> <p>The PO Box budget assumes a 13% price increase based on actual increases.</p>	1 Kyocera copy machine	\$3,033	PO Box 2020 for News Payments (Jul)	<u>\$395</u>	Total budget	<u>\$3,428</u>	
1 Kyocera copy machine	\$3,033								
PO Box 2020 for News Payments (Jul)	<u>\$395</u>								
Total budget	<u>\$3,428</u>								

**GOLDEN RAIN FOUNDATION
2023 BUDGET ASSUMPTIONS
News Department – CC236**

6471000	Building Repair and Maintenance	No funds were budgeted for this item.													
6472000	Equipment Repair and Maintenance	Based on 2021 and 2022 YTD actuals to cover costs associated with printer repairs.													
6478000	Service Contracts	Monthly maintenance/usage costs associated with copiers and the News Department's share of GRF fire extinguisher service contract. Annual fire protection service \$475 to be billed in June and in December. All American Fire Systems contract expires in December 2023.													
6481000	Computer Maintenance and Software	<p>This line item covers the cost of the following:</p> <table style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th></th> <th style="text-align: right;">Annual Amt</th> </tr> </thead> <tbody> <tr> <td>Creative Cloud Full Suite (8) (annual renewal April)</td> <td style="text-align: right;">7,880</td> </tr> <tr> <td>Magazine Manager subscription (\$215 monthly)</td> <td style="text-align: right;">2,580</td> </tr> <tr> <td>Magazine Manager licenses (5@55, \$275 monthly)</td> <td style="text-align: right;">3,300</td> </tr> <tr> <td><u>Adobe Stock (10 images) (Monthly)</u></td> <td style="text-align: right;"><u>600</u></td> </tr> <tr> <td>Total</td> <td style="text-align: right;">14,360</td> </tr> </tbody> </table> <p>Creative Cloud \$985 per license for 5 full suites and Magazine Manager monthly subscription is currently \$215, plus \$55 per additional user (plus about 5% for inflation).</p>		Annual Amt	Creative Cloud Full Suite (8) (annual renewal April)	7,880	Magazine Manager subscription (\$215 monthly)	2,580	Magazine Manager licenses (5@55, \$275 monthly)	3,300	<u>Adobe Stock (10 images) (Monthly)</u>	<u>600</u>	Total	14,360	
	Annual Amt														
Creative Cloud Full Suite (8) (annual renewal April)	7,880														
Magazine Manager subscription (\$215 monthly)	2,580														
Magazine Manager licenses (5@55, \$275 monthly)	3,300														
<u>Adobe Stock (10 images) (Monthly)</u>	<u>600</u>														
Total	14,360														
6482000	Dues, Memberships and Books	<ul style="list-style-type: none"> • Tribune Content Agency (crosswords & puzzles) \$116.51 monthly (\$1,398.12 annually) • The OC Register, \$2.70 per week (\$140 annually) • LA Times, \$1.99 per week (\$103.50 annually) • Press Telegram \$2.50 per week (\$130.00 annually) • Metro Graphics \$113.30 monthly (\$1,395 annually) 													
6483500	Newspaper Distribution	This line item includes electronic distribution of the LW Weekly provided by Tecnavia for approximately \$5,500 annually. Eagle Rock distributes the print edition for \$1,997 per week with upcharges for heavy inserts, specialty deliveries (GRF/Mutual reports), rain deliveries (time and materials) and outsized newspapers (40 pages instead of the usual 24-32 pages). This budget assumes a 10% increase for Eagle Rock (first in more than 5 years) due to state-mandated minimum wage hikes and other rising costs.													
6483505	Newspaper Insert Distribution (Labor)	Based on projected decrease in insert sales as advertisers move to display advertising in the LW Weekly.													
6483515	Printing (newspaper)	Projections assume occasional larger weekly papers (from an average of 28 pages a week in 2021-2022 to 32 pages) and account for 5% annual increase in paper cost, which is conservative relative to current paper pricing trends. New printer and a change from higher grade paper to newsprint has kept costs lower than expected in this inflationary period.													
6483520	Community Guide Printing & Distribution	This line item covers the estimated cost of printing and distribution of the redesigned LW Community Guide that will publish in 2023. Increase reflects current paper price hikes.													
6483521	Annual Reporting Printing	No funds are budgeted for this project as it was discontinued in 2022.													
6483522	Leadership Guide Printing	Leadership Guide is a new companion booklet for the Community Guide to update GRF/Mutual leadership each year. Printing/distribution costs based on 2022 quotes.													

**GOLDEN RAIN FOUNDATION
2023 BUDGET ASSUMPTIONS
News Department – CC236**

6483530	Spotlight Magazine Printing	Entertainment guide for the Amphitheater season and Recreation's events and programs. Prints just before Amphitheater season starts in May or June.	
6483531	Spotlight Distribution Expense	Covers delivery of the Spotlight magazine.	
6483535	Calendar	12-month wall printing and delivery costs based on last year's print quotes plus inflation.	
6483540	Newspaper Specialty Printing	No funds were allocated to this account.	
6483545	Minibus Schedule Printing/Delivery	The Minibus Schedule was distributed to every household in 2022 and is printed as needed when supplies run out. This line item covers print and delivery costs, and factors in higher paper costs.	
6483550	Map Printing	The LW map was printed and delivered to every apartment in March 2021. Inventory supplies Stock Transfer's new member packets. Inventory ran out earlier than expected, and so the map will be reprinted in the fall of 2022 and should not need a reprint in 2023.	
6483699	60th Anniversary Souvenir Booklet Printing & Distr.	No funds are budgeted for this item as it is now outdated.	
6731000	Property and Liability Insurance	This line item represents the News department's allocation (25%) of the errors and omissions annual insurance policy. 2023 budget assumes an increase of 25% of the entire errors & omissions policy from current actual policy premiums or an increase of 12.3% over the 2022 budget.	
6910000	Uncollectible Accounts	2023 funds are budgeted to cover the write-off of uncollectible accounts based on the past 12-month actuals. These numbers continue to decrease as the department is moving accounts to pre-payment when possible.	
5380334	Map Sales Income	No income anticipated as map won't be printed in 2023. Newly designed maps were delivered to every LW household in 2021 and reprinted in 2022 to replenish inventory when supplies ran out.	
5380450	Show Sponsorship Income	The News Department is responsible for advertising sales and sponsorship bookings for Amphitheater Shows. Total revenue for this project is shared 50/50 between the News and Recreation cost centers. In 2022, total show sponsorships amounted to \$22,100.	
5380451	Movie Sponsorship Income	This project is included in the budget as News Department is responsible for advertising sales and sponsorship bookings for Amphitheater movies. Total revenue for this project is shared 50/50 between the News and Recreation cost centers.	
5385000	Other Income	2023 budget includes rental fee income from Eagle Rock Distributors of \$1,040 per year (\$20/week) for Amphitheater office space to manage delivery of LW Weekly. This line item once included newspaper subscription revenues but mail subscriptions were discontinued when the paper became available online.	
5541000	Discounts Earned	Historically, a 2% discount was given to advertisers who paid their statement balances within 10 days; but most customers prepay now, and no customers have asked for the discount in more than 3 years.	
561100	Late Charges	Late fees were eliminated in 2019.	
5731000	News-Classified Advertising	2023 ad income is based on 2022 actuals.	

**GOLDEN RAIN FOUNDATION
2023 BUDGET ASSUMPTIONS
News Department – CC236**

5731100	Newspaper Insert Ad Income	2023 insert advertising is projected to decline as advertisers move toward display advertising in the LW Weekly; two longtime regular insert customers have indicated they will not be ordering inserts in the foreseeable future.	
5731500	News-Display Advertising	2023 display ad income is based on 2022 actuals.	
5732100	Spotlight on Entertainment	2020, 2021 and 2022 issues were canceled due Covid-19 repercussions. This projection is based on 2019 actuals.	
5732200	Bus Signs	Revenue is expected to decline because 3 Mini Buses now on order will have less advertising display space based on their new designs so fewer signs can be sold to advertisers.	
5732210	Calendar Advertising	There are 13 spots for advertising, which clients line up for every year, so projections should be on target. Prices will be slightly raised in 2023 to cover increased printing costs associated with larger calendar size and higher paper grade.	
5732300	Newspaper Specialty Promos	No funds are allocated to this item.	
5732400	Newspaper Front Footer Ads	Based on 2022 year-to-date actuals.	
5732500	Community Guide Income	Community Guide advertising sales in 2019 for the 2020 booklet amounted to \$43,000 but the booklet did not print until late 2021 due to Covid impacts. 2023 projections are based on the 2020 actuals and a projected drop in advertising dollars.	
5732501	Leadership Guide Income	Leadership Guide is a new companion booklet for the Community Guide to update GRF/Mutual leadership each year. Income projections based on 2022 actuals.	
5732510	Annual Report Income	Annual report has been discontinued.	
5732545	Minibus Schedule Advertisement	The Minibus schedule was printed and delivered in March 2022. It is distributed on Minibuses and in Stock Transfer as part of new member packets. It is printed as needed. Advertising revenue should stay about the same as there is a finite amount of advertising space.	
5732600	Map Advertising	No revenue will be allocated to this line item as the map will not be reprinted in 2034.	
5732699	60 th Anniversary Souvenir Booklet Income	2022 Souvenir Guide was canceled; no income is allocated to this line item.	

NEWS PUBLICATION REPORT—May/June/July 2022

LW Weekly-June

June 2, 2022

ADVERTISING SOLUTIONS
GRF has new cable service provider
What is the problem?
GRF commends longtime LW contractor MJ Jurado
Community Legal Aid
Sewer construction to close North Gate Road in mid-June

ADVERTISING SOLUTIONS
GRF has new cable service provider
What is the problem?
GRF commends longtime LW contractor MJ Jurado
Community Legal Aid
Sewer construction to close North Gate Road in mid-June

June 9, 2022

ADVERTISING SOLUTIONS
GRF BOARD NEWS HIGHLIGHTS
Directors elected for two-year terms
GRF Board announced
On-site coalition streamlines access
Golf cart parade, Roy Orbison Tribute, classic cars featured
Community Legal Aid

ADVERTISING SOLUTIONS
GRF BOARD NEWS HIGHLIGHTS
Directors elected for two-year terms
GRF Board announced
On-site coalition streamlines access
Golf cart parade, Roy Orbison Tribute, classic cars featured
Community Legal Aid

June 16, 2022

ADVERTISING SOLUTIONS
JUNETEENTH FREEDOM DAY JUNE 19
LW follows her heart, helps rescue 1,000
Amphitheater season opens June 30
Community Legal Aid

ADVERTISING SOLUTIONS
JUNETEENTH FREEDOM DAY JUNE 19
LW follows her heart, helps rescue 1,000
Amphitheater season opens June 30
Community Legal Aid

June 23, 2022

ADVERTISING SOLUTIONS
GRF LEADERSHIP
GRF Executive Board announced
Shania Twain-Tim McGraw tribute is tonight
VEGAS COUNTRY
Community Legal Aid

ADVERTISING SOLUTIONS
GRF LEADERSHIP
GRF Executive Board announced
Shania Twain-Tim McGraw tribute is tonight
VEGAS COUNTRY
Community Legal Aid

June 30, 2022

ADVERTISING SOLUTIONS
GRF LEADERSHIP
GRF Executive Board announced
Shania Twain-Tim McGraw tribute is tonight
VEGAS COUNTRY
Community Legal Aid

ADVERTISING SOLUTIONS
GRF LEADERSHIP
GRF Executive Board announced
Shania Twain-Tim McGraw tribute is tonight
VEGAS COUNTRY
Community Legal Aid

June 2, 2022
28 pages
Ads: 51 percent
Editorial: 49 percent

June 9, 2022
28 pages
Ads: 44 percent
Editorial: 56 percent

June 16, 2022
28 pages
Ads: 45 percent
Editorial: 55 percent

June 23, 2022
28 pages
Ads: 42 percent
Editorial: 58 percent

June 30, 2022
28 pages
Ads: 44 percent
Editorial: 56 percent

LW LEADERSHIP BOOKLET

- 8-page LW LEADERSHIP supplement to the 2021-22 Community Guide/Telephone Directory to update 2022-23 GRF and Mutual leadership; the 2023-24 Community Guide will be printed in early 2023.
- The supplement is designed to be inserted in the current Community Guide for easy reference.
- Ads have been sold to cover majority of print costs.
- Publication: August/September 2022

2022 LW MAP UPDATE

- LW Map is at the printer to replenish depleted inventory.
- Maps are included in new member packets through Stock Transfer and available to LWers at the News Office. Maps were delivered to LW households in early 2021.
- All 10 advertising spots have been sold.
- Map printing cost should be covered, depending on paper costs, which are on the rise.
- Orders/billings appeared on June invoices
- Publication: August 2022



COMMUNICATIONS

Committee Charter

Pursuant to state statute (**Corp. Code §7210; Corp. Code §7212(c)**) and Article VIII of the Bylaws of the Golden Rain Foundation (GRF), the Board of Directors (BOD) hereby establishes the Communications Committee and grants to the Committee authority specifically stated within the GRF governing documents and policies as granted by the BOD.

In accordance with Article VII Section I of the Bylaws, the committee chair and members shall be appointed by the GRF President and approved by action of the BOD.

1. **GOALS:**

Increase Organization Effectiveness and Efficiency.

2. **PURPOSE:**

Oversee the operations of the Communications Department.

Communications includes all activities coincident to the publication and/or electronic transmission of community information outlets, including but not limited to a newspaper, community guide, bus schedule, annual report, special publications, and calendar. Communications is also responsible for managing all advertising activities stemming from the production of the above, as well as from advertising and sponsorship activities for property and vehicles belonging to the Golden Rain Foundation.

3. **DUTIES:**

- 3.1. This Standing Committee may operate as a separate entity but has a duty to work cooperatively with other Standing Committees when projects and responsibilities overlap.
- 3.2. Publish an agenda four (4) days in advance of the Committee meeting.
- 3.3. The Committee Chair shall, with the approval of the Committee, appoint a Vice Chair.
- 3.4. Review bi-monthly staff report formats to be included in the agenda.
- 3.5. Meet with the NEWS Department management bi-monthly or whenever such meetings are deemed necessary, unless cancelled by the chair.
- 3.6. The publication of the Golden Rain LW Weekly and other communication media as may be approved by the Communications Committee or BOD.
- 3.7. Review monthly budget comparison for cost centers 236 (Communications Department).
- 3.8. Analyze requests for action emanating from the GRF BOD, Mutual Boards, Administration and Shareholder/Members.
- 3.9. Originate and develop ideas, plans, and programs which are pertinent to these areas.
- 3.10. Provide an initial approval and recommendation to the Finance Committee of the budget for cost center 236 (Communications Department), including Capital requests and upcoming Reserve replacements.



COMMUNICATIONS

Committee Charter

- 3.11. Review policies for cost center 236 (Communications Department) yearly and send recommended changes to the BOD for approval; and
- 3.12. Furnish a report at the GRF annual meeting.

4. LIMITATIONS:

It is to be recognized that the function of the Committee is to act in an advisory and consulting capacity.

Regulatory or supervisory activities affecting employed personnel are functions of Management and not to be encroached upon by any Committee Chairperson or member, either individually or collectively.

The Committee does not have the authority to enter into written contracts or oral agreements with any third parties on behalf of the GRF BOD. Authority to authorize contracts and/or expenses rests solely with the BOD.

Document History

Adopted: 18 Jan 72	Amended: 21 Aug 73	Amended: 15 Dec 76
Amended: 19 Jun 90	Amended: 19 Mar 96	Amended: 27 Aug 13
Amended: 21 Jun 16	Amended: 18 Mar 17	Amended: 23 Jul 19
Amended: 27 Aug 19	Amended: 24 Sep 19	Amended: 24 Nov 20
Amended: 25 May 21	Amended: 17 Jun 22	

Keywords: Charter Communication Newspaper

COMMUNICATIONS & IT

Electronic Communications



1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35

1. Digital Billboards

1.1. Application Procedures

- 1.1.1.** A “Request for Display on Digital Billboard” form (20-5050-4) must be completed and accompanied by the document to be displayed.
- 1.1.2.** The request to advertise any club event must be approved by the Recreation Department.

1.2. LAYOUT REQUIREMENTS

- 1.2.1.** Acceptable formats: .jpg or PDF.
- 1.2.2.** Resolution: Artwork should be 300 dpi, 8.5x11 inches in a landscape orientation. For questions on image quality, contact LW Weekly at 562-430-0534.
- 1.2.3.** Color Format: RGB preferred.
- 1.2.4.** Communications Department will review digital files to make sure they meet specifications, photo/art quality and overall design aesthetics.
- 1.2.5.** Artwork that does not meet quality specifications or that appears pixelated, blurred or distorted is not acceptable.
- 1.2.6.** GRF is not responsible for proofreading and/or correcting errors.
- 1.2.7.** GRF reserves the right to reject artwork without further explanation.

This text may be added to indicate final comments or direction to related resources.

(shown immediately after text of document)

Document History					
Adopted:	Day Month Year	Action			
Keywords:	Digital Billboards	Recreation	Electronic Communication		



ITS

Digital Billboards

1. PURPOSE

This document establishes rules to display informational content on the digital billboards of Leisure World Seal Beach.

2. TYPES OF INFORMATION TO DISPLAY

The Communications/Information Technology Services (COMM/ITS) Department is responsible for maintaining the Digital Billboards and accepts the following types of documents for display:

- 2.1. Community Notices
- 2.2. GRF Notices
- 2.3. Recreation Department Events
- 2.4. Club Events
- 2.5. Public Service Announcements (PSAs)

3. REQUIREMENTS FOR POSTING ON THE DIGITAL BILLBOARD

The following relate to posting documents on the Digital Billboards:

- 3.1. Required documentation:
 - 3.1.1. A "Request for Display on Digital Billboard" form (20-5050-4) must be completed and accompanied by the document to be displayed.
 - 3.1.2. The document must be approved by the Recreation Department for club events.
- 3.2. Approved content may be posted no earlier than two weeks prior to the event, and will be removed the day following the event.
- 3.3. Priorities for display will be given to free events of community interest and fee-based community events, if acceptable.
- 3.4. The digital billboards will not be available to display any business-related or sales content or fundraising functions.
- 3.5. Any exceptions will be determined by the Communications Committee/ITS.

4. CLUB REQUIREMENTS FOR DIGITAL BILLBOARD DISPLAY SUBMISSIONS

Any GRF club in good standing (determined by the Recreation Department [RD]) may advertise on the Digital Billboards events of interest to the community under the following conditions:



ITS

Digital Billboards

- 4.1. The Club/Organization is not charging a fee for participation in the event advertised. The following are exemptions:
 - 4.1.1. 4.1.1. Charitable or service organizations, designated as a 501c3 or comparable non-profit, where a portion of the funds collected directly benefit the Leisure World community. In lieu of funds, free services to shareholders may qualify the organization for an exemption.
 - 4.1.2. 4.1.2. Performing Arts clubs that accept donations or charge a fee for a particular event in order to cover the club's expenses for producing an event may advertise on the digital billboards as well as on the physical bulletin boards.
- 4.2. No commercial venture may be advertised by a club, including classes for which an instructor is hired, irrespective of whether the instructor is a GRF member, or a fee or donation is taken.
- 4.3. Religious organizations are restricted from posting except when hosting a non-religious event, such as a movie, concert or rummage sale open to all GRF members.
- 4.4. The public announcement files must conform to the specifications set forth by the Communications Department and must be submitted to and approved by the Recreation Department, and accompanied by signed-and- approved "Request for Display on Digital Billboard" Form. Artwork that does not comply with the Digital Billboard Layout Requirements specified in Section 5, will be rejected.
- 4.5. Clubs and organizations will have the option, if they choose not to create their own artwork, to commission the Communications Department to create it for them for a fee to be determined by that Department.
- 4.6. All content and the activities advertised must conform to GRF Governing Documents, and local, state or federal laws.
- 4.7. Postings must be submitted in **the** English language only.

5. DIGITAL BILLBOARD LAYOUT REQUIREMENTS

The following specifications are required for digital billboard display submissions:

- 5.1. Acceptable formats: PDF, .jpg
- 5.2. Resolution: Artwork should be 300 dots per inch (dpi), 8.5x11 inches in a landscape orientation. For questions on image quality, contact the Communications Department (LW Weekly).
- 5.3. Color Format: RGB preferred.
- 5.4. ~~DELETE Size in Pixels: 1650 (width) x 1275 (height)~~
- 5.5. The Communications Department will review digital files to make sure they meet specifications, photo/art quality and overall design aesthetics.



ITS

Digital Billboards

- 5.6. Artwork that does not meet quality specifications or that appears pixelated, blurred or distorted is not acceptable.
- 5.7. GRF is not responsible for proofreading and/or correcting errors.
- 5.8. GRF reserves the right to reject artwork without further explanation.

Document History

Adopted: 28 Mar 17	Reviewed: 08 Feb 18	Amended: 12 Sep 19
Amended: 10 Oct 19	Amended: 26 Nov 19	GDC 04 Mar 20

Keywords: Digital Graphics
Billboards