



COMMUNICATIONS COMMITTEE MINUTES

August 11, 2022

The Communications Committee meeting was held on Thursday, August 11, 2022, and was called to order at 1:00 p.m. by Chair Thompson in the Administration Conference Room and virtually.

ROLL CALL

Present: Mr. W. Thompson, Chair
Mrs. L. Ableser
Ms. D. Gambol
Ms. S. Hopewell

Ms. J. Isom
Mrs. L. Perrotti
Ms. M. Gerber, Ex-Officio

Staff Ms. J. Sedgwick, Executive Director
and Guests: Ms. R. Osborn, Managing Editor
Ms. C. Miller, Director of Finance
Ms. M. Avila, Communications Coordinator/Recording Secretary
Mr. N. Massetti, GRF Representative, Mutual Seventeen
2 Members

CHAIR'S ANNOUNCEMENTS

Chair Thompson introduced committee members and thanked them for serving on the Communications Committee.

Chair Thompson also welcomed guests, and staff, including GRF President Marsha Gerber, Executive Director Jessica Sedgwick, Managing Editor Ruth Osborn, Director of Finance Carolyn Miller, and Communications Coordinator/Recording Secretary Malena Avila.

RULES OF ORDER

The Chair outlined rules that will governing the Communications Committee.

At 1:05 p.m. the Executive Director joined meeting.

CIVIC SERVICE RECOGNITION – MARGE DODERO

Chair Thompson, announced he would be recognizing at committee meetings those volunteers that keep the Leisure World Seal Beach community thriving. Today's meeting recognized Marge Dodero for her life's work, both inside and outside the community.

The committee recommended the LW Weekly consider publishing these volunteer profiles.

MEMBER COMMENTS AND CORRESPONDENCE

Two members spoke during the member comments. There was no correspondence.

APPROVAL OF MINUTES

The minutes of the May 12, 2022, Communications/IT committee meeting were approved, as presented.

STAFF REPORTS**Managing Editor**

The Managing Editor provided the News Department's monthly Budget Variance and Budget Comparison reports, as presented in the agenda packet.

The Managing Editor will report on possible changes in sponsorship pricing and the advertising rate card at the next meeting.

2023 Draft Budget

The Managing Editor presented the proposed 2023 Draft Budget, which included hiring a new full-time employee to fill an existing open position.

Publications Schedule Update

The Managing Editor updated the publication schedule.
LW Weekly is currently running a 50% ratio of ads to editorial.

The Managing Editor reported member requests to Eagle Rock Distributer to stop delivery of the LW Weekly.

The LW Weekly fulfills the legal requirements of providing notice to all shareholders of governance meetings and policy or rule changes, saving the much higher cost of 1st class mail delivery to all members GRF would otherwise incur. The Committee asked Eagle Rock to not respond to stop delivery requests from members.

Executive Director

The Executive Director commented on agenda items throughout the meeting.

UNFINISHED BUSINESS**Employee Communication Start-up & Staffing**

The Executive Director reported that Human Resources will publish a digital communication to be emailed to all LWSB staff. This task is assigned to the GRF Administration Committee.

LW Employee of the Month recognition photos will be updated and potentially promoted on the website, LW Weekly, digital billboards, and posted in clubhouses and the library. It was noted that prior to promoting staff recognition awards in any public forum that the employee give their permission. Employees should also be recognized at the GRF monthly Board meetings in Clubhouse 4.

Template for Electronic Billboard Submissions

The Chair requested this be postponed to allow consultation with the ITS Committee.

Sponsorship for Public Art Display

The Managing Editor updated the Committee and will report at the next meeting.

NEW BUSINESSAppoint New Committee Vice-Chair

Chair Thompson appointed Ms. Gambol to serve as Vice-Chair. The Committee concurred in her appointment.

Revenue Enhancement Opportunities

The Committee announced the committee is studying revenue enhancement options. This Committee discussed options for increasing revenue within the Communications Department's activities. Possibilities included:

- Increase sponsorship price for shows and movies.
- Add a page on calendar to sell more ads.
- Review newspaper ad rate card.
- Create advertising space at bus depot.
- Advertising on Service Maintenance Cushman vehicles.
- Branded merchandise.
- Social media revenue.

Request for LW Weekly Complimentary Advertising and Editorial Space

The Managing Editor has developed a submission sheet to formalize requests for editorial coverage or complimentary advertising space by GRF or Mutual Directors, their boards or committees.

GOVERNING DOCUMENTSReview 20-5125-1 Communications Committee Charter

The Chair requested the charter review be postponed until the ITS and Communications committees' individual areas of responsibility are defined.

Review 20-5050-1 and 20-5050-3 Electronic Communication

The Chair announced that these two rules, passed during the committee's April meeting, had been presented to the Board of Directors in an improper format. The committee's members concurred to have the items reformatted in a work study by the chair and Ms. Ableser, for submission to the full board without further committee action.

FUTURE AGENDA ITEMS

The Committee concurred to add future agenda items:

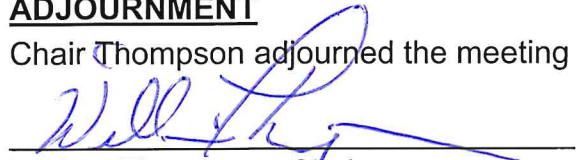
- a. Sponsorship of Shows and Movies
- b. Sponsorship of Public Art Display
- c. 20-5045-3 Board Member Use of Foundation Equipment
- d. 20-5046-3 Records Management Procedures
- e. 20-5051-3 Website Management
- f. 20-5125-3 Committee Charter
- g. 20-5585-1 Advertising Policy
- h. 20-5585-3 Advertising - Procedures

PRESIDENT'S COMMENTS

President Gerber provided information and updates throughout the meeting.

ADJOURNMENT

Chair Thompson adjourned the meeting at 2:34 p.m.



William Thompson, Chair
COMMUNICATIONS COMMITTEE

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