



## **COMMUNICATIONS COMMITTEE MINUTES**

### **October 13, 2022**

The Communications Committee meeting was held on Thursday, October 13, 2022, and was called to order at 1:02 p.m. by Chair Thompson in the Administration Conference Room and virtually.

#### **ROLL CALL**

Present: Mr. W. Thompson, Chair  
Ms. L. Ableser  
Ms. D. Gambol  
Ms. S. Hopewell – via Zoom

Ms. J. Isom  
Ms. L. Perrotti  
Ms. M. Gerber, Ex-Officio – via Zoom

Staff Ms. J. Sedgwick, Executive Director – via Zoom  
and Guests: Ms. R. Osborn, Managing Editor  
Ms. S. King, Advertising Sales Representative  
Mr. N. Massetti, GRF Representative, Mutual Seventeen  
1 Member

#### **RULES OF ORDER**

The Chair outlined rules governing the Communications Committee.

#### **APPROVAL OF MINUTES**

The minutes of the August 11, 2022, Communications Committee meeting were approved as presented.

#### **CHAIR'S ANNOUNCEMENTS**

Chair Thompson welcomed the Committee members, guests, and staff, including GRF President Marsha Gerber, Executive Director Jessica Sedgwick, Managing Editor Ruth Osborn, Advertising Sales Representative Sylvia King, and Recording Secretary Malena Avila.

#### **MEMBER COMMENTS and Correspondence**

One (1) member spoke during the Members' Comment period.

#### **STAFF REPORTS**

Managing Editor

Budget Variance, Budget Comparison Report

The Managing Editor provided the News Department July and August Budget Variance and Budget Comparison reports, as presented in the agenda packet.

#### Publications Schedule

The Managing Editor updated the publication schedule.

The Committee discussed publishing short bios of GRF directors in LW Weekly, to inform shareholders regarding the expertise directors bring to the board. The managing editor agreed to create a format to be reviewed by individual Communication Committee members. If the format is approved by the Committee and the Executive Director, Managing Editor proposed to run all the directors' bio in a single upcoming edition.

#### LW Live Update

The Managing Editor provided an update on LW Live campaigns as presented in the agenda packet.

The Committee discussed ways to purge LW Live of non-active emails. A follow up report on options to clean up the email list will be provided at next meeting.

The Committee requested that a more systematic distribution of current Members and Authorized Residents list be circulated to departments.

### **SUBCOMMITTEE REPORTS (NA)**

#### **UNFINISHED BUSINESS**

##### Revenue Enhancement

The Advertising Sales representative suggested ways to generate revenue. The chair will forward the ideas to the Strategic Planning Committee, which is establishing priorities for revenue-generating projects.

##### Sponsorship Pricing Update

In discussing additional sponsorship opportunities for events and facilities, the Advertising Sales representative emphasized that ad pricing is dictated by quantifying each location's audience reach.

##### Complimentary Editorial/Advertising Request Form

The Managing Editor provided information on the complimentary editorial/advertising request form.

The Committee suggested amendments to the form to gain contact information and information retrieval capacities.

### **NEW BUSINESS**

#### Advertising Changes with New Buses

The Advertising Sales representative reviewed space requirement changes for advertising both inside and on the outside of the two shuttle buses expected to be

delivered this fall. One of the buses will be licensed for outside trips and presents new advertising possibilities.

It was consensus of the Committee to further discuss this agenda item at a future meeting.

### **GOVERNING DOCUMENTS**

#### **Amend 20-5051-3 Website Management**

Committee reviewed 20-5051-3 Website Management and made additional minor edits.

After committee discussion, Ms. Gambol MOTIONED, seconded by Ms. Isom and carried unanimously by the Committee members present –

TO approve the amended 20-5051-3 Website Management and recommend its adoption by the GRF Board of Directors.

#### **Revert Authority to ITS Committee**

Since the Communications/IT committee was split the Information Technology Services Committee will oversee technical issues and the Communications Committee will oversee content.

After a brief discussion, Ms. Isom MOTIONED, seconded by Ms. Gambol and carried unanimously by the Committee members present–

TO Revert Authority to the Information Technology Services Committee for governing documents 20-5045-3, Board Member Use of Foundation Equipment and; 20-5046-3, Records Management Procedure.

#### **Amend 20-5125-3: Communications Committee Charter**

It was consensus of the Committee to postpone consideration of 20-5125-3, Communications Committee Charter, as an agenda item until the next scheduled meeting.

### **FUTURE AGENDA ITEMS**

The Committee concurred to add future agenda items:

- a. 20-5585-1 Advertising Policy
- b. 20-5585-3 Advertising – Procedures
- c. Revenue Enhancement Proposals
- d. Political Advertising and Signage
- e. 20-5125-3 Communications Committee Charter

### **PRESIDENT'S COMMENTS**

President Gerber provided information and updates throughout the meeting.

**NEXT MEETING**

Thursday, December 8, 2022, 1 p.m.  
Administrative Conference Room/Virtual

**ADJOURNMENT**

Chair Thompson adjourned the meeting at 2:57 p.m.

  
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William Thompson, Chair  
COMMUNICATIONS

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