



## **COMMUNICATIONS COMMITTEE MINUTES**

### **December 8, 2022**

The Communications Committee meeting was held on Thursday, December 8, 2022, and was called to order at 1:00 p.m. by Chair Thompson in the Administration Conference Room and virtual.

#### **ROLL CALL**

Present: Ms. D. Gambol  
Ms. S. Hopewell  
Ms. J. Isom (Zoom)

Ms. L. Perrotti (Zoom)  
Ms. M. Gerber, Ex-Officio  
Mr. W. Thompson, Chair

Absent: Ms. L. Ableser

Staff Ms. R. Osborn, Managing Editor  
and Guests: Ms. S. King, Advertising Sales Representative  
Ms. M. Avila, Communications Coordinator/Recording Secretary  
Mr. N. Massetti, GRF Representative, Mutual Seventeen  
No Members

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

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

#### **APPROVAL OF MINUTES**

The minutes of the October 13, 2022, Communications Committee meeting were approved as presented.

#### **MEMBER COMMENTS AND CORRESPONDENCE**

No members commented at the meeting.  
There was no correspondence at the time of the meeting.

#### **STAFF REPORTS**

##### **Managing Editor**

The Managing Editor provided the news department's Budget Variance and Budget Comparison, as presented in the agenda packet.

The Managing Editor reported the only large increase for 2023 is the increasing cost of paper, which is projected to increase 8%.

The Managing Editor updated the Publications Schedule

The most recent LW Weekly is up from 28 to 36 pages. The Managing Editor held ads due to space limitations, even at 36 pages.

The 2023 Community Guide has been altered due to paper cost. Unchanged information from the 2021 will be removed. The 2023 edition will be smaller and include white and yellow pages.

The Managing Editor reported on the comparative number of each Mutual's subscribers to LW Live**UNFINISHED BUSINESS**Political Ads

Chair Thompson solicited the Committee members' reactions to a pending GRF Administration Committee discussion concerning political signs on GRF property.

**NEW BUSINESS**Revenue Enhancement

The Committee accepted President Gerber's commission to assess revenue opportunity within the committee's mandate and determine the viability for each initiative.

**GOVERNING DOCUMENTS****Amend 20-5050-1 Digital Billboards**

After a brief discussion, Ms. Hopewell MOTIONED, seconded by Ms. Perrotti and carried unanimously by the Committee members present—

**TO** recommend the GRF Board approve 20-5050-1 and 20-5050-3, Digital Billboards.

**FUTURE AGENDA ITEMS**

The Committee concurred to add future agenda items:

- a. 20-5125-3 Communication Committee Charter
- b. Revenue Enhancement

**EXECUTIVE DIRECTOR'S COMMENTS**

The Executive Director was not present at the meeting.

**PRESIDENT'S COMMENTS**

President Gerber provided information and updates throughout the meeting.

**NEXT MEETING**

Thursday, February 9, 2023 1 p.m.  
Administrative Conference Room/Virtual

**ADJOURNMENT**

Chair Thompson adjourned the meeting at 2:18 p.m.

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William Thompson, Chair  
COMMUNICATIONS

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