

## **OPERATIONS**

Committee Meeting Agenda  
Thursday, July 6, 2023 - 10:00 A.M.  
Conference Room A

*This meeting may also be live streamed at [www.lwsb.com](http://www.lwsb.com).*

*The tab will be active 15 minutes prior to the start of the meeting.*

*The live streaming uses YouTube live and terminates at the close of the meeting.*

### **1. Call to Order/Pledge of Allegiance**

### **2. Roll Call**

- Donna Gambol– Chair
- Maureen Habel
- Marla Hamblin
- Janet Isom
- Susan Jacquelin
- William Thompson
- Patricia Vienna
- Daniel Weber
- Marsha Gerber, Ex-Officio.

### **3. Chair Announcement**

### **4. Approve Minutes**

- a. Communication Committee, December 22, 2022
- b. Information Technology Committee, May 2, 2023
- c. Security, Bus and Traffic Committee, April 12, 2023

### **5. Member Comments/Correspondence**

### **6. Staff Report**

### **7. Capital Funding**

- a. Website Update/Replacement

### **8. Governing Document**

- a. 32-5585-1, Advertising Policy
- b. Amend 80-5580-1, Entry Passes – Rules
- c. Amend 80-5580-2, Entry Passes -Fees

### **9. Next Meeting Date**

- Thursday, August 3, 2023, at 10:00 a.m. – Conference Room A

### **10. Adjournment**

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Please be always courteous and respectful to other members, Board Directors and representatives from Management. We ask that you do not raise hands or interrupt the Committee or anyone else who may be speaking. **A Member not adhering to these protocols and/or who becomes unruly may be asked to leave the meeting. Failure to comply will result in a special hearing with the Board at which disciplinary action may be taken.**



## **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

ma 12.8.22

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## **INFORMATION TECHNOLOGY SERVICES COMMITTEE MINUTES**

**May 2, 2023**

The meeting of the Information Technology Services Committee was held on Tuesday, May 2, 2023, and was called to order at 10:00 a.m. by Chair Isom in Conference Room A and via Zoom.

### **ROLL CALL**

Present: Janet Isom – Chair  
Phil Friedman  
Donna Gambol  
Nick Massetti

Teri Nugent  
William Thompson

Absent:

Directors, Staff Marsha Gerber, GRF President via Zoom  
and Marcelo Mario, IT Director

Guests: Emma Hurtado, Executive Assistant  
Two Shareholder/Members

### **CHAIR'S ANNOUNCEMENTS**

Chair Isom welcomed Committee members, guests, and introduced GRF President Marsha Gerber, IT Director Marcelo Mario, and Executive Assistant Emma Hurtado.

### **MEMBER COMMENTS**

Two Members spoke during the Members' Comment period.

### **APPROVAL OF MINUTES**

The Information Technology Services Committee minutes dated April 4, 2023 were approved as presented.

### **CORRESPONDENCE**

Two correspondences were read aloud.

### **STAFF REPORTS**

#### **IT Director**

The IT Director presented the monthly Website and Livestream Statistics report, which was included in the agenda packet.

**UNFINISHED BUSINESS**Livestream Tech Issues – Update

The IT Director provided an update; topic will be brought back for further updates.

Website Redesign

The IT Director provided an update; topic will be brought back for further updates.

ELC Vendor – Update

The IT Director provided an update; topic will be brought back for further updates.

GRF Board Training – Update

The IT Director provided an update; topic will be brought back for further updates.

CINC Software – Update

The IT Director reported that the CINC Software is now live.

Clubhouse Four Dais Sound and Audio System

The IT Director provided an update; topic will be brought back for further updates.

GRF Surveillance Cameras – Update

The IT Director provided an update; topic will be brought back for further updates.

Mutual Website Agreement Form

The IT Director provided an update; topic will be brought back for further updates.

New Phone System

The IT Director provided an update; topic will be brought back for further updates.

**NEW BUSINESS**Club and Mutual Newsletter

The IT Director provided information; topic will be brought back for further updates.

Internet Service Outages/Zoom Access in Clubhouses

The IT Director provided information; topic will be brought back for further updates.

**GOVERNING DOCUMENTS**

N/A

**FUTURE AGENDA ITEMS:**

- Livestream Tech Issues – Update
- Website Redesign – Update
- ELC Vendor – Update
- GRF Board Training – Update
- Clubhouse Four Dais Sound and Audio System
- GRF Surveillance Cameras – Update
- Mutual Website Agreement Form
- New Phone System
- SuperWire Migration of Phone Services/Wiring
- Club and Mutual Newsletter
- Internet Service Outages/Zoom Access in Clubhouse

**NEXT MEETING**

TBD

**ADJOURNMENT**

The meeting was adjourned at 11:00 a.m. by Chair Isom.

\_\_\_\_\_  
Approved Date

\_\_\_\_\_  
Approval Signature

\_\_\_\_\_  
Printed Name



## **SECURITY, BUS, AND TRAFFIC COMMITTEE MINUTES**

**April 12, 2023**

The meeting of the GRF Security, Bus, and Traffic Committee was held on Wednesday, April 12, 2023, and was called to order at 1:00 p.m. by Chair Gambol in the Administration Conference Room and via Zoom.

### **ROLL CALL**

Present: Donna Gambol – Chair  
Tony Dodero  
Edward Jablonski  
Nick Massetti  
Lee Melody  
Teri Nugent  
Camille Thompson

Absent:

Directors, Staff, Marsha Gerber, GRF President  
and Mark Weaver, Senior Director of Facilities via Zoom  
Guests: Acacia Young, Senior Director of Internal Operations via Zoom  
Grant Winford, Fleet Manager  
Larry Norlander, Security Services Manager  
Emma Hurtado, Executive Assistant  
Carole Damoci, GRF Representative, Mutual Twelve via Zoom

### **CHAIR'S ANNOUNCEMENTS**

Chair Gambol greeted and welcomed everyone to the Security, Bus, and Traffic Committee and introduced guests and staff—GRF President Marsha Gerber, Fleet Manager Grant Winford, Security Services Manager Larry Norlander, Senior Director of Facilities Director Mark Weaver, Senior Director of Internal Operations Acacia Young, and Emma Hurtado, Executive Assistant.

### **MEMBER COMMENTS**

No members spoke during the Member's Comment period.

### **APPROVAL OF MINUTES**

The Security, Bus, and Traffic minutes dated March 8, 2023 were approved as presented.



**CORRESPONDENCE**

Two members offered written comments, submitted prior to the meeting.

**STAFF REPORTS****Security Services Director**

The Security Services Manager presented the monthly report and Traffic Report.

**Fleet Manager**

The Fleet Manager presented the monthly bus and transportation report.

**SUBCOMMITTEE REPORTS (N/A)****UNFINISHED BUSINESS****Gate Access System – Schedule Progress**

The Security Services Manager reported on Gate Access System – Schedule Progress. Item to be brought back for further updates.

**Off-Site Regular Bus Service – Shopper Shuttle – Trader Joes**

The Fleet Manager reported on Off-Site Regular Bus Service – Shopper Shuttle. Item to be brought back for further updates.

**Electric Vehicles**

The Fleet Manager reported on Electric Vehicles. Item to be brought back for further updates.

**Charging Stations – Update**

The Security Services Manager reported on Charging Stations. Item to be brought back to draft Policy.

**Procedures for RV Temporary Parking**

The Security Services Manager reported on Procedures for RV Temporary Parking. Item to be brought back for further updates.

**Main Entry Traffic Study**

The GRF President reported that this item will be in Board's April meeting. No further action needed.

Line of Sight at Administration Parking Lot

The Facilities Directors reported information on Line of Sight at Administration Parking Lot. No further action needed.

**NEW BUSINESS (N/A)****GOVERNING DOCUMENTS**a. Policy 40-5580-2 Entry Passes – Fees

The Committee agreed to put Policy 40-5580-2 Entry Passes – Fees on hold.

b. Policy 80-5580-1 Entry Passes – Rules

The Committee agreed to put Policy 80-5580-1 Entry Passes – Rules on hold.

**FUTURE AGENDA ITEMS**

- Gate Access System – Scheduled Progress
- Off-site Regular Bus Service – Shopper Shuttle – Trader Joes
- Electric Vehicles – Update
- Charging Stations – Update
- Procedures for RV Temporary Parking
- Policy 40-5580-2 Entry Passes – Fees
- Policy 80-5580-1 Entry Passes – Rules

**PRESIDENT'S COMMENTS**

The President commented on various items on the agenda throughout the meeting.

**NEXT MEETING**

TBD

**ADJOURNMENT**

Chair Gambol adjourned the meeting at 2:19 p.m.

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Approved Date

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Approval Signature

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Printed Name

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## **COMMUNICATIONS**

### **Advertising Policy**

#### **1. Advertising Policy**

The policy of the Foundation is to publish and distribute a newspaper to the members of the Foundation that will serve the best interests of all members of the community.

The general policy is to accept all advertising with the exception of:

- 1.1.** Medical or paramedical practitioners or firms providing goods or services that are harmful to the interests of Foundation members;
- 1.2.** Contractors who are not properly licensed or insured in the opinion of the Community Facilities Manager or their designate;
- 1.3.** Any advertiser selling goods or services who has obtained leads or entry to Leisure World Seal Beach by way of trick, subterfuge or innuendo; and
- 1.4.** Any provider of goods or services who seeks to advertise in a manner that would be untruthful, misleading or in any way detrimental to the general good of the Golden Rain Foundation and its members.

#### **2. Establishing Advertising Rates (originally 20-2860-1)**

The Golden Rain Foundation (GRF) endeavors to establish advertising rates that will be competitive with rates in the surrounding community, taking into consideration the uniqueness of our community with respect to the Members and their desirability as potential customers of advertisers.

- 2.1.** The Communications Department will semi-annually review the advertising rates in use and recommend to the Communications/Information Technology Services (COMM/ITS) Committee any rate changes for the approval of the Committee and the GRF Board of Directors;
- 2.2.** Advertising categories to be reviewed:

##### **2.2.1. Display Advertising**

Printed or digital advertising such as banners or other ad formats made of text, images, video, and audio, used to deliver general advertisements and brand messages.

##### **2.2.2. Classified Advertising**

Printed or digital advertising that allows private individuals or businesses



## **COMMUNICATIONS**

### **Advertising Policy**

to solicit sales for products and service (headings such as Accounting, Automobiles, Clothing, Farm Produce, For Sale, For Rent).

#### **2.2.3. Outdoor Advertising**

Any advertising done outdoors that publicizes a business's products and services. Types of outdoor advertising include billboards, bus benches, interiors and exteriors of buses, taxis and business vehicles, and signage posted on the exterior of brick-and-mortar locations.

**2.3.** Other revenue producing media (such as sponsorships).

### **3. Special Types of Advertising**

#### **3.1. Special Types of Advertising**

##### **3.1.1. Special Publications**

The LW Weekly produces the following special publications with varying rate structures.

- 3.1.1.1.** Community Guide and Telephone Directory.
- 3.1.1.2.** Mini Bus Schedule: Transportation schedules, bus routes and other information.
- 3.1.1.3.** LW Community Map.
- 3.1.1.4.** Spotlight Magazine: Amphitheater summer series and LW excursion guide.
- 3.1.1.5.** LW Wall Calendar.

#### **3.2. Minibus Advertising (originally 20-5583-3)**

Space is available on the minibuses for advertising.

- 3.2.1.** The Managing Editor of the LW Weekly is responsible to assign staff to sell minibus advertising space;
- 3.2.2.** Space rates are established in compliance with Policy 20-5585-2, Advertising Rates;
- 3.2.3.** The Director of Finance is responsible for the collection of minibus advertising accounts;
- 3.2.4.** Income from minibus advertising will be credited to the communications



## **COMMUNICATIONS**

### **Advertising Policy**

(CC 236).

#### **3.3. Multilingual Advertising (originally 20-2866-1)**

The LW Weekly will accept Multilingual advertisements that are in accordance with the general advertising guidelines and that meet the additional criteria:

- 3.3.1.** Ads may include more than two languages; English must be one of the languages displayed;
- 3.3.2.** Multilingual ads must include English translations for all text displayed (including text displayed in logos and/or other graphic elements);
- 3.3.3.** Multilingual ads must be reviewed by a translator paid for by the advertiser and pre-approved by the Managing Editor or Executive Director;
- 3.3.4.** Golden Rain Foundation reserves the right to reject any ad for any reason.

#### **3.4. Estate and Patio Sales (originally 20-2861-1)**

- 3.4.1.** All advertising in the LW Weekly offering to purchase entire households of goods and furniture (estates) or offering to conduct estate sales or patio sales for the owner or heir(s), and all advertising announcing such sales, shall contain the name of the person or business (Must list business license number) soliciting such purchases or conducting such sales;
- 3.4.2.** All advertising for estate or patio sales conducted by the owner or heir(s) shall contain the words “by owner” or “by heir(s).”

#### **3.5. Obituaries (originally 20-2806-2)**

- 3.5.1.** First 250 words (may include photo): **free** of charge;
- 3.5.2.** Additional words will be charged at Current Authorized Resident Classified Rate\*;
- 3.5.3.** Decorative elements supplementing an obituary, eulogy or photos: Current Display Advertising Rate (20-5885-2);
- 3.5.4.** A “Card of Thanks” section is available in the LW Weekly Classified section at current Classified Rates; and



**COMMUNICATIONS**

**Advertising Policy**

3.5.5. The LW Weekly provides the following rate structure:

3.4.5.1. GRF Member Rate: Current Classified Rate\*;

3.4.5.2. Non-Member Rate: Current Classified Rate\*.

\*Contact LW Weekly Office for details.

**Document History**

Adopted: 15 Nov 77	Amended: 21 Jan 86	Amended: 23 Jul 19
Reviewed: 24 Sep 20	Amended: 23 Nov 20	Amended: 27 Apr 21
Amended: 25 May 21		

**Keywords:** Communication Advertising LW Weekly LW Live Newspaper  
 Fees Religion Obituary Editor Submission  
 Estate Patio Sale Multilingual Minibus  
 Rates

(Retyped 2/2/00 to replace Physical Property Manager with Community Facilities Manager)



## SECURITY

### Entry Passes – Rules

#### 1. PURPOSE

All MOTOR VEHICLES (e.g., GOLF CARTS, LSV, MOTORCYCLES), BICYCLES, and PEDESTRIANS entering LEISURE WORLD SEAL BEACH are required to present or obtain valid and current authorization for entry before operating on Golden Rain Foundation (GRF) TRUST PROPERTY streets, or parking on TRUST PROPERTY.

#### 2. DISPLAY

Entry authorization for MOTOR VEHICLES must be displayed the entire time the vehicle is on TRUST PROPERTY.

**2.1.** An AUTHORIZED RESIDENT is a:

**2.1.1.** RESIDENT MEMBER/OWNER (RMO) who is currently not leasing their Leisure World Seal Beach (LWSB) UNIT.

**2.1.2.** RENTER/LESSEE (R/L) who has been approved by Golden Rain Foundation (GRF) Stock Transfer and the R/L's Mutual to reside in a LWSB residence.

**2.1.3.** Co-occupant who has been authorized to reside in a LWSB residence; or

**2.1.4.** QUALIFIED PERMANENT RESIDENT (QPR).

**2.2.** For an AUTHORIZED RESIDENT's MOTOR VEHICLE, the authorization will be in the form of an authorized GRF windshield decal [and RFID tag](#) assigned to the vehicle.

**2.3.** A VISITOR, SERVICE PROVIDER or CONTRACT WORKER must display the entry pass authorization on the vehicle's dashboard—so to be visible through the windshield, [or RFID tag if so provided](#).

**2.4.** An AUTHORIZED RESIDENT temporarily operating a VEHICLE (such as a rental car) without a GRF windshield decal, must display a GRF-issued entry pass authorization from the Security Department, on the vehicle's dashboard so to be visible through the windshield.

**2.5.** If the VEHICLE or equipment does not have a dashboard, the entry pass authorization should be securely taped to the driver's side windshield of the vehicle.

**2.6.** ANY AUTHORIZED RESIDENT who enters LEISURE WORLD SEAL BEACH as a PEDESTRIAN, or operating a BICYCLE or MOBILITY SCOOTER, must present a duly authorized GRF identification card or a valid entry pass.

**2.7.** A VISITOR or CONTRACT WORKER who enters LEISURE WORLD SEAL BEACH as a PEDESTRIAN, or operating a BICYCLE or MOBILITY SCOOTER, must present a valid entry pass or a GRF Identification card.







## SECURITY

### Entry Passes – Fees

#### 1. NO FEES

- 1.1. Initial issuance of 1 RFID tag per RESIDENT MEMBER/OWNER(RMO) in residence in the unit eligible for entry passes under the provisions of 80-5580-3
- ~~1.2. Initial issuance of annual entry passes for MEMBERS/OWNERS in residence in the unit and Mutual Seventeen MEMBER/OWNERS eligible for entry passes under the provisions of 80-5580-3.~~
- ~~1.3.1.2. Initial issuance of P1 caregiver passes issued to contract workers, vendors, and caregivers per unit.~~
- 1.3. Initial issuance of 1 RFID tag per Renter/Lessee in residence in the unit eligible for entry passes under the provisions of 80-5580-1
  - 1.3.1. Renter/Lessees will not be issued ~~annual guest~~ entry passes.
- 1.4. Initial issuance of 2 RFID tags per vendor
- 1.5. Initial issuance of 1 RFID tag per commercial leasee employee
- 1.6. Initial issuance of 1 RFID tag per contracted worker (i.e. Security staff, Temporary Employees, Custodial staff)
- ~~1.7. Initial issuance of 1 RFID tag per approved Yearly passes for Real Estate agent.~~

#### 2. ADDITIONAL PASSES

- 2.1. Resident Members/Owners (RMO)  
A RMO may purchase additional RFID tags at a cost of \$25.00 each, not to exceed the number of vehicles registered to the RMO or permitted under their Mutual Occupancy Agreement.
- 2.2. Vendors  
A vendor may purchase additional RFID tags for their employees at a cost of \$25.00 each. A discounted rate of \$15 each for certain vendors purchasing over 10 additional tags for their employees.

#### ~~2.3. LOSS OF REPLACEMENT PASSES~~

- ~~2.1. Caregiver~~  
~~A lost CAREGIVER pass may be replaced for a \$20.00 fee, per occurrence.~~
- ~~2.2. Real Estate or Escrow Firm Representatives~~



## SECURITY

### Entry Passes – Fees

~~A lost pass may be replaced for \$50.00. If the pass is lost a second subsequent time, a \$75.00 fee is charged.~~  
A Pass/RFID tag may be replaced at a fee of:

- 1<sup>st</sup> Occurrence - \$25
- 2<sup>nd</sup> Occurrence - \$50
- 3<sup>rd</sup> plus Occurrence - \$75

### 3.4. REVIEW

All fees are reviewed on an annual basis.

#### **Document History**

Adopted: 25 Jan 22

**Keywords:** Fees Pass Caregiver Real Estate Loss