

OPERATIONS

Committee Meeting Agenda
Thursday, August 3, 2023 - 10:00 A.M.
Conference Room A

This meeting may also be live streamed at 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. Operations Committee, July 6, 2023 (pp.1-3)

5. Member Comments/Correspondence

6. Staff Report

7. Governing Document

- a. Amend 20-5585-1, Advertising Policy (pp.4-7)

8. Next Meeting Date

- Thursday, September 7, 2023, at 10:00 a.m. – Conference Room A

9. Adjournment

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.**



OPERATIONS COMMITTEE MINUTES

July 6, 2023

The regular meeting of the Operations Committee was called to order at 10:00 a.m. by Chair Gambol on Thursday, July 6, 2023, in Conference Room A and via Zoom, followed by the Pledge of Allegiance.

Present: Donna Gambol- Chair
Marla Habel
Maureen Hamblin
Janet Isom

Susan Jacquelin
Patricia Vienna
Daniel Weber

William Thompson

Absent:
Staff and Guest: J. Sedgwick, Executive Director
M. Gerber, GRF President
A. Young, Senior Director of Internal Operations
M. Mario, IT Director
T. Makakaufaki, Executive Coordinator

CHAIR'S ANNOUNCEMENTS

Chair Gambol greeted and welcomed everyone to the Operations Committee meeting and introduced Foundation members and staff.

Chair Gambol appointed Director Jacquelin as Vice-Chair.

APPROVAL OF MINUTES

The minutes listed were approved, as presented:

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

SHAREHOLDER/MEMBER COMMENTS

One Shareholder spoke at the time of the meeting.

CORRESPONDENCE

Four correspondence was reviewed at the time of the meeting.

STAFF REPORTS

The IT Director presented the monthly report.

CAPITAL FUNDING ITEMS

Website Update/Replacement

The IT Director reported on the Website Update/Replacement.

Motion: To approve the HOA Sites operations and development for the new website design and hosting.

First: Gambol

Second: Isom

The motion passed with 2 abstentions (Directors Vienna and Habel).

GOVERNING DOCUMENT

Review 20-5585-1, Advertising Policy

A work study will be scheduled to discuss 20-5585-1, Advertising Policy.

Amend 80-5580-1, Entry Passes – Rules

The Executive Director reported 80-5580-1, Entry Passes - Rules.

Motion: To recommend the GRF Board to amend 80-5580-1 Entry Passes – Rules.

First: Donna Gambol

Second: Daniel Weber

The motion passed with one abstention (Director Hamblin).

Amend 40-5580-2 Entry Passes -Fees

OPERATIONS COMMITTEE MINUTES - 07.06.2023

The Executive Director reported on 40-5580-2, Entry Passes - Fees.

Motion: To recommend the GRF Board to amend 40-5580-2, Entry Passes, Fees.

First: Donna Gambol

Second: Susan Jacquelin

The motion passed with one abstention (Director Hamblin).

FUTURE AGENDA ITEMS

The Committee concurred to add as future agenda items:

ADJOURNMENT

Chair Gambol adjourned the meeting at 11:40 a.m.

Donna Gambol, Chair
Operations Committee
TM: 07.06.23



COMMUNICATIONS

Advertising Policy

1. Advertising Policy

The policy of the Golden Rain Foundation (GRF) is to publish and distribute media a newspaper to the members of the Foundation that will serve the best interests of all members of the community. The Finance Department is responsible for the collection of advertising accounts. Golden Rain Foundation reserves the right to reject any advertising for any reason.

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; ~~;~~

~~1.4.~~

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 ~~unique~~ ness of demographics of our community. ~~with respect to the Members and their desirability as potential customers of advertisers.~~

~~2.1.~~ The Communications Department will periodically semi-annually review the advertising rates ~~in use~~ and report recommend to the Operations 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 advertising formats

(May 21)

GOLDEN RAIN FOUNDATION Seal Beach, California



COMMUNICATIONS

Advertising Policy

including ~~made of~~ text, images, video, and audio, used to deliver general advertisements and brand messages.

2.2.2.2.1.1. **Classified Advertising**

Printed or digital advertising that allows private individuals or businesses to solicit sales for products and services. ~~(headings such as Accounting, Automobiles, Clothing, Farm Produce, For Sale, For Rent).~~

2.2.3.2.1.2. **Outdoor Advertising**

Any outdoor 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 building the exteriors ~~of brick and mortar locations.~~

2.3.2.2. Other revenue producing media (such as events and Amphitheater sponsorships).

3. Special Types of Advertising

~~3.1.~~ **Special Types of Advertising**

~~3.1.1.~~ **Special Publications**

The Communication Department ~~LW Weekly~~ produces the following special publications with varying rate structures:-

3.1.1.1. LW Weekly

~~3.1.1.1.3.1.1.2.~~ Community Guide and Telephone Directory-

~~3.1.1.1.2.3.1.1.3.~~ Mini Bus Minibus Schedule:- ~~Transportation schedules, bus routes and other information.~~

~~3.1.1.3.3.1.1.4.~~ Leisure World Community Map-

~~3.1.1.4.3.1.1.5.~~ Spotlight Magazine:- ~~Amphitheater summer series and LW excursion guide.~~

~~3.1.1.6.~~ Leisure World Wall Calendar-

~~3.1.1.7.~~ Leisure World Community Leadership Guide

~~3.1.1.8.~~ Leisure World Walking Paths

~~3.1.1.5.3.1.1.9.~~ Minibus Advertising

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

~~Space is available on the minibuses for advertising.~~



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87
88 **3.2.1.** ~~The Managing Editor of the LW Weekly is responsible to assign staff to sell~~
89 ~~minibus advertising space;~~

90
91 **3.2.2.** ~~Space rates are established in compliance with Policy 20-5585-2,~~
92 ~~Advertising Rates;~~

93
94 **3.2.3.** ~~The Director of Finance is responsible for the collection of minibuss~~
95 ~~advertising accounts;~~

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97 ~~**3.2.4.3.2.3.** Income from minibuss advertising will be credited to the~~
98 ~~communications (CC-236).~~

100 **3.3. Multilingual Advertising (originally 20-2866-1)**

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

103 **3.3.1.** Ads may include up to more than two languages; English must be
104 one of the languages displayed;

105 **3.3.2.** Multilingual ads must include English translations for all text
106 displayed (including text displayed in logos and/or other graphic
107 elements);

108 **3.3.3.** Multilingual ads must be vetted reviewed by a translator paid for by
109 the advertiser and pre-approved by the Communications Director
110 Managing Editor or Executive Director;

111 **3.3.4.** ~~Golden Rain Foundation reserves the right to reject any ad for any~~
112 ~~reason.~~

113 114 **3.4. Estate and Patio Sales (originally 20-2861-1)**

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116 **3.4.1.** All advertising in the LW Weekly offering to purchase entire households
117 of goods and furniture (estates) or offering to conduct estate sales or patio
118 sales for the owner or heir(s), and all advertising announcing such sales,
119 shall contain the name of the person or business (mMust list business
120 license number) soliciting such purchases or conducting such sales;

121
122 **3.4.2.** All advertising for estate or patio sales conducted by the owner or heir(s)
123 shall contain the words "by owner" or "by heir(s)."

124 125 **3.5. Obituaries (originally 20-2806-2)**



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- 3.5.1. First 250 words (may include photo): **free** of charge;
- 3.5.2. Additional words will be charged at the cCurrent ~~Authorized Resident~~ cClassified rRate*;
- 3.5.3. Decorative elements supplementing an obituary, eulogy or photos: will be charged at the cCurrent classified Display aAdvertising rRate (20-5885-2);-
- 3.5.4. A “Card of Thanks” section is available in the LW Weekly cClassified section at current cClassified rRates; ~~and~~
- 3.5.5. The LW Weekly provides the following rate structure:
 - 3.4.5.1. GRF Member rRate: cCurrent cClassified rRate*;
 - 3.4.5.2. Non-GRF Member rRate: cCurrent cClassified rRate*.

*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

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