

# COMMUNICATIONS COMMITTEE

Minutes of October 10, 2007 Meeting  
CA Conference Room

**Attending:** Lois Case, Chair; Gene Boley, Susan Lambert, Chub Meeker, Nancy Snow, Ray Wright, Sondra Carlton, Byron Raynie, Bill White

Lois case called the meeting to order at 9:35 a.m.

Minutes of September 12, 2007 regular meeting were approved.

New business:

- Proposal for special Sun Rays issue: Bill White/Finance Cmte
  - Bill White reported that we need a different venue to describe things that are happening in Sun City.
  - Sondra Carlton would need a project manager to accomplish this; we would have a target date of 2009 for the first publication.
  - A motion was made and passed that we recommend to the Board that we proceed with this concept.

Report of Meeting with Media Advisory Panel: Ray Wright

- September 28 Media Advisory Panel included a presentation by Susan Lambert regarding guidelines for Communication Etiquette. The Panel will review and consider the information at their October 26 meeting and report back to Communications Committee.
- The Media Advisory Panel will not meet in November or December.
- Byron Raynie was asked for his comments. He indicated that the MAP has no regulation to post its meetings. He suggested that we put these meetings on the Portal. This will be on the agenda for the next Communications Committee meeting.

Report of Meeting with IT Sub-Cmte: Ray Wright

- The IT Sub-Committee is reviewing the communications infrastructure that Pulte has been providing. When the CA system is in place, Pulte will pull all of our CA employees out of their system and put them on the other side of a firewall. We will probably be hiring a support person. There will be a gradual switchover. The CA employees will be surveyed regarding what is on all the computers. This is all for the purpose of making a smooth transition.

Old Business

- Advertising Budget, 2008: Sondra Carlton
  - Sondra reported that she is still working on the Portal budget. She will email the information to the Communications Committee. The Communications Committee needs to sign off on it.
  - Sondra will submit the budget to the Finance Committee on October 24 at 10:00 a.m.
  - The Web Portal has not been well accepted as an advertising medium. The Sun Rays is preferred. We raised advertising rates 6% last year and have added pages to the Sun Ryas.
- Communications Etiquette: Susan Lambert
  - Susan indicated that the Communications Etiquette guidelines will be submitted to the Board before the end of the year for inclusion in the CCR's under membership rules. This will be on the agenda for the next Communications Committee meeting, following input from the Media Advisory Panel.
- Other Old Business
  - We have three applicants for the open positions on the Communications Committee.

There being no further business, the meeting adjourned at 10:45 a.m.

Respectfully Submitted,  
Nancy Snow, Secretary