

COMMUNICATIONS COMMITTEE

Minutes of June 13, 2007 Meeting
CA Conference Room

Attending: Lois Case, Chair; Ray Wright, Gene Boley, Rex Davenport, Susan Lambert, Chub Meeker, Nancy Snow, Dorothy Jones (Ex-Officio)

Lois case called the meeting to order at 9:30 a.m.

Dorothy Jones joined the Committee as ex-officio and was introduced.

Minutes of May 9, 2007 meeting were approved.

- Report of Meeting with Media Advisory Panel: Rex Davenport
 - The first meeting was spent getting to know each other. The group talked about their relationship to the Communications Committee and discussed what they could and could not do and what they should and should not do. If there are action items, they will report to Communications Committee for further action.
 - The Panel set strategies for the next meeting. The first order of business will be to review the Sun Rays. Following that, the next review will be Channel 79.
 - Meetings are held on the third Friday of the month at 1:30 in the CA conference room.
 - Rex requested a permanent backup for the MAP meetings in the event that he is away. A motion was made and seconded to approve Gene Boley as the backup. Motion passed.

Old Business

- None

New Business

- Inaccuracies in Raynie Personal Newsletter: Susan Lambert
 - Byron Raynie made a statement in his May 14th Weekly Newsletter as follows:
“One of the most interesting pieces of advice from the Press Club was that the Sun City governance structure should strive to keep information open and accessible to residents, even though there might be a tendency to withhold it.”
 - This statement is inaccurate. In fact, George Flynn, the member of the Press Club who discussed this subject, provided the following response:
“The suggestion that the Sun City governance structure “might have a tendency to withhold” information is inaccurate. I spoke more generally of the fact that institutions sometimes have difficulty with the timely release of negative information, a failing that I hoped Sun City committees and boards would avoid. The sentence would be correct if “temptation” were substituted for “tendency.”
- Role of Board Communications Officer: Chub Meeker
 - There was discussion about the role of the Board Communications Officer and the liaison to the Communications Committee. Lois had requested a clear definition from Gary Newman. Byron Raynie has indicated that they are working on this. Lois will request that the definition of the role of Board Communications Officer be placed on the agenda for the Board Workshop. Our understanding is that this is a passive role.

There being no further business, the meeting was adjourned at 10:15 a.m.

Respectfully Submitted,
Nancy Snow, Secretary