

**Minutes of Communications Committee meeting
September 10, 2008**

Chair Rex Davenport called the meeting to order at 9:30 AM. Present were Sondra Carlton, Mgr. Communication Dept., Kristin Brown, Activities Director; Don Cherek, Bonita Kennedy; Les Rosenbaum; Phyllis Moses and Judy Butler. Guests were Sally Winslow, on behalf of the Nominating Committee and Byron Rainey, CA Resident Board Member.

Rex invited the guests to make comments. Sally Winslow had none, Byron Rainey reiterated what he said at the last meeting that he hoped the Communications Dept. held the level of profits (or excesses) they were reporting now and even build on those for the future as the budget is being considered for 2009.

There being no additions to the Agenda Les moved and Phyllis seconded that the published agenda be adopted. So carried.

Les made a motion, seconded by Phyllis that the minutes of the August meeting be approved as written. Motion carried.

Les reviewed the recent Media Advisory Panel meeting, discussions followed about various items.

Les mentioned that the next MAP meeting would include a discussion concerning the concept of a weekly or bi-weekly advertiser-supported news flyer to be delivered to residents' mailboxes. Bonita provided a short description of the proposed publication which would give more timely information about activities than the Sun Rays. It is her opinion that advertising will pay for the newspaper.

Sondra Carlton gave her report on the Special Edition, which is being composed now. She said it was too early to be able to give an accurate accounting of the advertising revenue that will be generated from it.

Rex reported on his request to the Finance Committee that they make the Communications Department a cost center on the overall budget for the Association. Sondra explained that the Communications and Activities would have a separate cost center and would be department 41. Sondra also explained that the Activities budget would be included with the Communications budget for Communications Committee's examination, discussion and approval.

Rex called for the report from the Portal Support Team.. Sondra indicated she would encourage them to have a representative at the next meeting.

Sondra and Kristin reviewed the printed copies of the budget items of the Communication Dept. A lengthy discussion followed about various budget line items and how they affect the overall report.

Sondra explained in detail how the portal server is being upgraded with newer software and how a separate development server is providing far-reaching benefits to the overall better functioning of the portal. It was explained just how expensive the transition is and that it will take additional training of the webmaster and will involve many more volunteers. Further discussion was led by Sondra regarding effective advertising on the web portal to increase portal revenue.

Sondra brought up the issue of using the club facilities for rehearsals and practice sessions for the Theatre Club, the Follies and other club-directed productions. She related how their many requests for practice facilities could be keeping the facilities tied up and not made available for other activities that could generate revenue for the CA.

Motion made by Bonita, seconded by Les, we recommend to the proper committee they analyze the cost of use of the facilities related to use-time by clubs for practice/rehearsal time which requires additional use of facilities, such as ballroom/stage for which club receives revenue but does not pay for said usage.

The issue of having advertising on the Communicator was introduced. The members had varying comments about this. Rex commented that he hated to see advertising in everything we do. Others made similar comments. Les and Phyllis approved the idea. Les moved and Phyllis seconded that we adopt the policy of seeking and placing ads on the communicator. The motion was defeated.

Rex brought up the subject of Advertising on the Cover of the Resident's Directory. Following discussion it was decided to put the topic on the agenda for the October meeting.

Don Cherek asked questions about the dates of the mailing of the Sun Rays. He asked if either the date of mailing could be moved up before the end of the month, or the date of ticket sales could be delayed a few days.

Sondra explained the process of getting the digital files to the printer, then the path from the printer to the mailing service. She also talked about the contacts she had made to the post office to discuss their method of getting it into the hands of the residents in a timely manner. Many variables are involved and were discussed. Rex put this on the October Agenda also.

Don Cherek asked to discuss the print style of the Sun Rays at the next meeting. Bonita asked to discuss print style of the Communicator at the next meeting.

There being many items left on the agenda to cover, Rex suggested we meet another day to address these. The consensus was that Friday, 9:30 am will be a good time, so the motion was made by Les, seconded by Phyllis that we move the remaining agenda items to the Friday meeting. Vote carried.

Meeting was adjourned at 10:31

Respectfully submitted,

Phyllis R. Moses
Secretary