



MINUTES OF THE REGULAR MEETING OF THE
BOARD OF DIRECTORS OF THIRD LAGUNA HILLS MUTUAL
COMMUNICATIONS COMMITTEE
A CALIFORNIA NON-PROFIT MUTUAL BENEFIT CORPORATION

Wednesday, January 9, 2019 – 1:30 p.m.
Board Room
Laguna Woods Village Community Center - 24351 El Toro Road

The Regular Meeting of the Third Laguna Hills Mutual Board of Directors, a California non-profit mutual benefit corporation, was held on Wednesday, January 10, 2018, at 1:30 p.m., at 24351 El Toro Road, Laguna Woods, California

Members Present: Chair Roy Bruninghaus, Directors Jack Connelly, Lynn Jarrett, Jon Pearlstone and Bunny Carpenter

Members Absent: None.

Advisers Present: None.

Staff Present: Eileen Paulin, Becky Jackson and Ellyce Rothrock

Others Present: Rosemarie diLorenzo (Third) and John Frankel (Third)

1. Call to Order

Chair Roy Bruninghaus called the meeting to order at 1:30 p.m. and established a quorum of five Committee members and two guests.

2. Acknowledgement of Media

No media present.

3. Approval of Agenda

Chair Bruninghaus moved to approve the agenda as presented. The motion passed unanimously.

4. Approval of Meeting Report—August 15, 2018

Chair Bruninghaus moved to approve the report as presented. The motion passed unanimously.

5. Chair's Remarks

Chair Bruninghaus commented that the last meeting of the Committee was August 15, 2018 and stated that for 2019 Committee meetings will take place every second Wednesday of every odd month until otherwise determined. He welcomed the Committee and noted that the purpose of Third's Communication Committee is to ensure that Third Board's messages and information are distributed to the Residents of Third Mutual using whatever platforms are most effective.

6. Member Comments (Items Not On the Agenda)

None.

CONSENT:

None.

REPORTS:

7. Third Communications Committee Charter

Chair Bruninghaus requested that the Committee read the Charter and report any changes they deem necessary to him or Staff before the next meeting.

Rosemarie diLorenzo suggested that before working on Third's Charter, Third's leadership should revisit the idea of combining Third's Communication Committee with the GRF Media and Communications Committee, if there can be agreement on equal representation from Third, United, and GRF.

Eileen Paulin commented three members from each group would be an effective balance for a combined GRF Media and Communications Committee.

8. The Village Breeze

a. Responsibilities

Ms. Paulin gave an update on the role of the section editor for each mutual. Chair Bruninghaus is responsible for Third Mutual's portion of the Breeze. Joan Milliman, Chair of the GRF Media and Communications Committee serves as Editor-in-Chief for the publication.

b. Editorial Deadlines

Ms. Paulin stated that the Breeze will be published no later than the second week of the month, with the first week being ideal. She recommended ten issues a year. The Breeze would not be published in November and January, given the heavy demands on both staff and Board members' time during these periods.

Ms. diLorenzo suggested that the Breeze should be published no less than 11 times per year with November as a bye month.

Ms. Paulin presented a 2019 calendar to the Committee for their review with deadlines for mutual copy, editorial prep, staff copy, staff edits, editor sign off, proof date, layout and publishing date.

c. Assignments

Ms. Paulin reported that each Section Editor is responsible for assigning their respective Board members to write articles for the Breeze and for approving them once they are written. She said that her staff are available to assist contributors with research and writing.

d. Distribution

Ms. Paulin described the many ways that the Breeze is distributed now and how the distribution compares with What's Up in the Village (e-Blast). She reviewed the statistics related to current readership for both publications. She concluded her report with a variety of suggestions on how to increase readership among residents of the Village. She said that many of these suggestions will be tried during 2019.

e. Topics

Ms. Paulin handed committee members a run sheet of suggested topics prepared by staff for their review.

9. Letters

a. Fumigation

Ms. Paulin presented the current fumigation packet to the Committee.

Ms. diLorenzo asked that the font be enlarged and that the information be reduced for readability and retention.

Chair Bruninghaus asked that the headers also be made larger for greater impact.

Chair Bruninghaus asked staff to work on the presentation including Ms. diLorenzo's suggestions and the larger headers.

b. Trash

Ms. Paulin reported that preparing letters to the community about bulk trash pickup is still an extensive work in progress for 2019.

c. Water

Ms. Paulin presented the current water conservation letter that was last edited by Burt Baum.

John Frankel offered background on the rationale of getting Building and Good Neighbor Captains involved to monitor the water use by residents. He suggested including a paragraph in the letter naming the captain as someone who will monitor water usage in the building.

Director Bunny Carpenter disagreed with Mr. Frankel and expressed concern over the damage this might cause to the relationships that the Board of Directors have with the captains.

Chair Bruninghaus reminded the Committee that the intent of the letter is to improve awareness, knowledge, education and repetition while avoiding conflict. He suggested Mr. Frankel first talk to both Good Neighbor and Building Captains to gain consent before adding anything to the letter.

ITEMS FOR DISCUSSION AND CONSIDERATION:

None.

ITEMS FOR FUTURE AGENDAS:

10. Communications in Chinese

11. Merging the Communication Committees

CONCLUDING BUSINESS

12. Date of Next Meeting

March 13, 2019 at 1:30 p.m.

13. Adjournment

Meeting was adjourned at 3:03 p.m.

Roy Bruninghaus, Chair
Third Laguna Hills Mutual Communications Committee