



## **EXHIBIT**

**Board of Directors**

**January 19, 2016**

### **Communications Policy Development**

#### **Overview**

It is the nature of organizations that operate within the public eye to oft receive accolades, comments, and even criticism about leadership and management decisions. GVR is no different. These types of communications concerning GVR, which is a private nonprofit Corporation, are not limited to individual GVR members. On occasion, communications about GVR leadership and management decisions (including anonymous communications) are published by local media, self-described GVR 'watchdogs', and the general public. These types of communications are devoid of facts and are often based on misinformation, rumor and innuendo.

Other than a Board of Directors-approved E-mail Policy, GVR has no Board-approved Communications Policy that would guide the Corporation's measured and appropriate response to these types of communications.

#### **Recommendation**

**Assign to the Board Affairs Committee (BAC) responsibility to develop and propose to the Board of Directors a formal Communications Policy as a 2016\2017 GVR Work Plan goal. Further, include the following elements within the Communications Policy:**

- 1. Recitals (e.g., 'GVR does not respond to anonymous communications'; 'GVR is transparent in its governance and operations reporting'; etc.);**
- 2. Incorporate the Board-approved E-mail Policy into the Communications Policy;**
- 3. Include specificity as to who will respond to communications about or received by GVR and under what conditions a GVR response should be issued; consider all possible types of communications, including but not limited to:**
  - a. GVR Now! newsletters & eBlasts**
  - b. Newspaper editorials & 'Letters to the Editor'**
  - c. GVR member communications addressed to the Board of Directors and/or CEO**
  - d. GVR member comments addressed to the Board of Directors at Board meetings**
  - e. Communications sent to GVR members from non-Board sanctioned groups.**
- 4. Once Board approved, include Communications Policy in Corporate Policy Manual**