

# **The MAINSHEET**

## **MISSION STATEMENT**

February 1, 1995

- **PUBLISHER**

The MAINSHEET is a publication of The LAKE FOREST II Master Homeowners' Association, a California non-profit mutual benefit corporation, with offices at 24752 Toledo Way, Lake Forest, CA 92630. The MAINSHEET is published solely for the share holders of the corporation, that is Lake Forest II property owners.

- **DESCRIPTION**

The MAINSHEET is a 2 color, 12-16 page, 8 1/2" X11" saddle stitched publication, printed on semi-gloss paper stock. The MAINSHEET contains editorial, advertising, graphic and photographic material including notices of interest and LFII corporate information designed to advise and inform the reader.

- **WHEN**

The MAINSHEET is a monthly publication, distributed to all property owners on or before the 1st of the month.

- **DISTRIBUTION**

The Mainsheet is distributed to property owners, residents, share holders, advertisers, and a controlled distribution list. It is distributed through a commercial mail house via 3rd class mail.

- **STAFF**

The MAINSHEET coordinator is a paid employee of the Lake Forest II MHOA. Assistance is provided by a volunteer committee of LFII residents and supervised by the General Manager of LFII and one member of the Board.

- **PURPOSE**

The goal of The MAINSHEET is to communicate information of business, social, legal or recreational nature regarding LFII which might be of interest to its readers.

It is the intent of The MAINSHEET to communicate factual, unbiased information from the

Board of Directors to its shareholders relative to the business of the Association.

Policy:

- The MAINSHEET adheres to no preconceived political agenda.  
- LFII MHOA keeps its shareholders informed of corporate matters in a regular and timely manner through the monthly publication of The MAINSHEET. All other association news and information "piggy-backs" on this communication vehicle.

• PRICE

The MAINSHEET is distributed free of charge.

• CONTENT

The content of The MAINSHEET varies with the season and the related activities of the community and the Sun and Sail Club. Generally, content may be broken into the following areas of interest:

- Business of the Board of Directors
- Budget and Finance reports
- Rules and regulations of the Sun & Sail Club
- CC&R modifications, additions and updates
- Upcoming activities, events and programs of the Sun & Sail Club
- Social events of the Sun & Sail Club and LFII residents
- Sun & Sail Club news (Dolphins, tennis drama, Boy Scouts, etc.)

• EXPENSES AND INCOME

The 1992-1993 Board of Directors directed that the share holders portion of the cost of publication and distribution shall not exceed \$.75 per household, per month.

The cost of creating, news gathering, reporting, layout, printing, distribution, etc. is included.

• EDITORIAL

The editorial goal of The MAINSHEET is to *showcase* the community of LFII. The MAINSHEET is designed to address community problems, present solutions and to accent the advantages of living and raising a family in Lake Forest II, — "A good place to live." It is not the intent of The MAINSHEET to disguise, camouflage, or mislead its readers.

The MAINSHEET shall attempt to report and present information in a factual and unbiased professional manner.

Property owners may present their views in writing to The MAINSHEET, or the Board of Directors at any time. A consensus may be reported in subsequent MAINSHEET issues.

The MAINSHEET shall operate within the principles, guidelines and spirit of current CC&Rs.

By direction of the Board of Directors, The MAINSHEET is to report in a fair, objective and informed manner those matters of interest which will affect the residents of LFII. The news may also include reports from areas outside the borders of LFII (City of Lake Forest, County of Orange, El Toro MCAS, etc), which will also affect the lives and investments of LFII shareholders.

• ACTIONS OF THE BOARD OF DIRECTORS

Each month The MAINSHEET will devote its centerfold (two facing pages), devoid of advertising whenever possible, to the actions resulting from the most recent Board of Directors General Meeting. This condensation shall be reported accurately, objectively and responsibly. It will summarize open discussion of the Board and those addressing the Board during the General Meeting. It will report the Board's voting record of actions taken during the meeting.

• ADVERTISING

Advertising in The MAINSHEET offers two advantages:

1. Revenues help offset cost of publication
2. Advertised goods and services help inform the community

The key to advertising acceptance is that it fits the second criteria. Does the advertising inform LFII residents? Does the advertising feature goods and services produced (offered) by a property owner? Does it advertise goods and services which will benefit the residents of LFII?

The MAINSHEET will not accept advertising which promotes a negative racial, sexual or religious bias; nor that which presents a diverse point of view designed to fragment the community with misleading, ill-timed or erroneous information.

- The MAINSHEET will not accept political advertising.
- All advertising must be submitted for approval prior to deadline date.
- All advertising is subject to management approval.
- The LFII Association has the final right of refusal of any and all advertising, and is not required to give reason for that refusal.

As The MAINSHEET is essentially an instrument of communication between the Master Homeowners' Association of Lake Forest II and its property owners, all disputes regarding the policies and practices of The MAINSHEET will be ultimately settled by the Board of Directors.