



OPEN MEETING
THE GOLDEN RAIN FOUNDATION
MEDIA AND COMMUNICATIONS COMMITTEE
Tuesday, February 26, 2019, at 1:30 p.m.
Laguna Woods Village Community Center, Board Room
24351 El Toro Road, Laguna Woods, CA 92637

REPORT

MEMBERS PRESENT: Chair Joan Milliman, Directors Juanita Skillman, Pat English, Annette Sabol Soule, Maggie Blackwell, Lynn Jarrett, Advisers Lucy Parker and Sheila Bialka.

MEMBERS ABSENT: Directors Ryna Rothberg, Roy Bruninghaus and Adviser Steve Carmen.

OTHERS PRESENT: Dick Rader—VMS, Andre Torng—United and Diane Phelps—GRF

STAFF PRESENT: Eileen Paulin, Chuck Holland and Becky Jackson.

1. **Call to Order**
Chair Joan Milliman called the meeting to order at 9:33 a.m.
2. **Acknowledgement of Media**
No media present.
3. **Approval of the Agenda**
Chair Milliman requested the committee discuss agenda item # 11 before the other reports since one of the speakers had to leave early. Committee agreed.
4. **Approval of Meeting Report January 21, 2019**
Report was approved.
5. **Chair's Remarks**
Chair Milliman welcomed the committee noting the change of usual date and time due to the President's Day holiday on February 18, 2019.
6. **Member Comments (Items not on the Agenda)**
Jeffrey Wu 5519 was called to speak. He reported the channel numbers are scrambled and there are discrepancies in the list of channels.

Andre Torng 389-Q was called to speak. He reported on the New Resident Orientations in Mandarin. He stated there were 50 attendees and it was successful.

7. Director's and Staff Forum

Chuck Holland addressed Mr. Wu letting him know the issues depend on what type of tuner and television residents have. He stated the only way this can be permanently fixed is to put a device on the television, which can be pricey. He advised using the alternative DTA box, that costs \$4.95 a month, to solve this problem.

REPORTS:

8. Broadband and Contracts Report—Chuck Holland

Mr. Holland updated the committee with the ongoing maintenance and repairs of fiber optic nodes and cables.

Mr. Holland reported on the contract renewals, negotiations and who signs off on them. He discussed pending negotiations and the involvement of the Finance Committee and the Finance Department in reviewing these contract negotiations. He presented the committee with subscriber counts which included different levels of services and devices in the community. Mr. Holland provided financials to explain the revenues accrued with Ad insertion and then described the expenses. He concluded that the financials balance is (\$279,859) or nine percent below budget.

Director Juanita Skillman suggested charging \$40 a month to bundle television and internet. Mr. Holland said that they were looking into ways to drive down the cost of the renewals and set-top boxes, but had no plans to raise the monthly fee at this time.

9. Marketing and Communications Report-Eileen Paulin

Eileen Paulin reported on the signs created before gate closures and the efforts made to inform residents. She provided a list of focus areas which include:

- Gate Closures
- Testing of alternative formulas for weed abatement
- Security awareness, mail safety and recommendations for avoiding petty theft
- Keeping Residents informed about the gate construction
- RFID decals – as gates are completed the decal becomes necessary
- Water conservation
- Waste disposal – organic composting now being done at all Clubhouses with kitchen facilities
- Continued promotion of CodeRED registration
- Third Board openings
- Pedestrian safety
- Storm preparation
- Learning to avoid online fraud and phishing
- New dryer installation in Third laundry rooms

Ms. Paulin updated the committee on iContact and Facebook engagement and presented the positive feedback received from the storm message on Valentine's Day.

10. Policy Review on Photography, Filming and Media in the Village-Eileen Paulin

Ms. Paulin reported that an initial meeting had taken place with subcommittee members. This included a policy drafted by Siobhan Foster.

Director Juanita Skillman suggested having a spokesman for the Village when addressing the media.

11. Docent Tours-Becky Jackson

Becky Jackson presented an update on the Docent Tours and the savings since April 2018 and introduced one of the docents, Aloha Saxon. Ms. Saxon gave an overview of the talking points and stops and suggested standardizing the tour among all docents.

Ms. Paulin presented the brochure that MarComm has been working on and the pushback that the department has been receiving from docents.

Director Annette Sabol Soule suggested printing a marketing brochure and putting links to the website for financial information only in lieu of printing financials.

Director Skillman made a motion to recommend to the GRF that Docent Tours be standardized and training of docents be implemented. Director Pat English seconded the motion. Motion passed unanimously.

ITEMS FOR DISCUSSION AND CONSIDERATION:

12. Combining Communications Committee

This item will be moved to next month's agenda.

ITEMS FOR FUTURE AGENDAS:

13. Director Sabol Soule would like to add a Press Policy to future agendas.

CONCLUDING BUSINESS:

14. Committee Member Comments

Adviser Sheila Bialka stated she was impressed with Ms. Saxon's information on the tours and would like to see a separate tour for residents and buyers.

Adviser Lucy Parker agreed with Director Skillman's suggestion with bundling television and internet services.

Director Skillman suggested having more Tree Walk Brochures printed and asked which budget it would come out of.

Director Sabol Soule commented that not all residents have television and internet in their homes so the committee needs to be careful about charging services. She was very impressed with the changes the staff has made so far.

Director Lynn Jarrett thanked staff for all the information they provided today.

Mr. Holland cautioned raising assessments for services.

Ms. Paulin stated reaching the unreachable is the theme.

Chair Milliman thanked staff for a wonderful job.

15. **Date of Next Meeting—Monday, March 18, 2019, 1:30 p.m. in the Board Room**
16. **Adjournment**
Meeting was adjourned at 11:33 a.m.



Joan Milliman, Chair
Media and Communications Committee