



OPEN MEETING
THE GOLDEN RAIN FOUNDATION
MEDIA AND COMMUNICATIONS COMMITTEE
Wednesday, January 22 at 9:30 a.m.
Laguna Woods Village Community Center, Board Room
24351 El Toro Road, Laguna Woods, CA 92637

REPORT

MEMBERS PRESENT: Chair Annette Sabol Soule, Directors Pat English, Beth Perak, Annie McCary, Elsie Addington, Lynn Jarrett, Juanita Skillman, and Advisers Carmen Pacella and Frank Tybor.

MEMBERS ABSENT: Director Ryna Rothberg and Advisor Tom Nash.

OTHERS PRESENT: Richard Rader – VMS, Jon Pearlstone – Third and Bunny Carpenter – GRF

STAFF PRESENT: Eileen Paulin, Chuck Holland, Paul Ortiz and Becky Jackson

1. **Call to Order**
Chair Annette Sabol Soule called the meeting to order at 9:33 a.m.
2. **Acknowledgement of Media**
Paul Ortiz from Village Television arrived after acknowledgement of media.
3. **Approval of the Agenda**
Agenda was approved with changes in Items for Discussion and Consideration, Marketing in the Village with Richard Rader and Pat English.
4. **Approval of Meeting Report from December 16, 2019**
Report was approved with below changes:
Richard Rader—VMS
Bunny Carpenter—GRF
5. **Chair's Remarks**
The Laguna Woods Globe Letters to the editor dated Thursday, January 16, contained two letters: one from Gary Draper and one from Karen Macrorie, each protesting the loss of channels 428 and 429. Since August 2019, MACC has been reporting that Laguna Woods Village is part of a programming consortium that saves 50 percent on all bundled programming costs. The consortium does not allow any of its members to make any particular channels premium or pay per view. The 2020 alternative for residents is to discontinue use of Broadband services entirely and subscribe to YouTube TV for \$50 per month which does not carry Channel 5 but does include both

discontinued 428 and 429 Fox channels, allowing them to view Angels Baseball, Clippers Basketball and Ducks and Kings Hockey teams. Approximately \$5 million will be saved by GRF by eliminating these two channels and their staggered programing contract increases from 2020 through 2022. GRF voted to eliminate these two overweighed channels, which comprised of more than 40 percent of the programing budget. Please note that Sling TV and Dish also discontinued these two channels.

Out-of-pocket costs in 2019 were \$19.32 per month per manor for cable. In 2020, the cable price per month per manor is \$10.96, an \$8 per month per manor decrease by removing these two channels. Currently basic cable is \$10.96 and basic internet is \$23.75. This translates to paying \$34.71 for basic cable and internet services, which provide "White glove service to seniors, which must be factored into the above costs; for example, sending a service truck to come to a resident's home to find their remote or assist in changing out batteries. The elimination of just these two channels kept GRF assessment creep from happening. An additional \$20 to \$22 per manor per month assessment will not occur over the 3 year period of 2020-2022. In 2020, GRF increased its assessments \$2.77, which included an extra \$1 going into reserves, allowing GRF to absorb the additional unexpected insurance expenses which began in January.

The first goal in 2020 is to switch the remaining 400 SD TV users to HD boxes. The \$7.95 per month set top box is recommended; alternatively, residents may plug directly into the wall to access over 70+ channels at no additional cost. Broadband's second priority is to remap the channel guide program categories, which means elimination of the 400 series. For example, channel 2 and 402 becomes channel 2 under all HDTV. This message will be repeated again at the February GRF board meeting. There have been continued efforts by Chuck Holland to appear repeatedly on Village TV's This Day from November 2019 through January 2020, along with the crawl and other advertisements carrying this message. The Media and Communications Committee will continue efforts to get the word out to everyone.

6. Member Comments (Items not on the Agenda)

Philip Grossman (887-B) was called to speak. He explained he has been having difficulty with Broadband services and repairs.

Jerry Jones (142-B) was called to speak. He expressed he was unhappy with the cancellation of 428 and 429, Fox Sports channels.

7. Director's and Staff Forum

Chuck Holland will make sure to talk to his staff about the issues Mr. Grossman experienced. He had also addressed Mr. Jones, stating the cost of renewing the contracts was reviewed and it was decided renewal would not be in the best interest for the community.

Chair Soule stated that Sling TV and Dish have dropped these channels due to the cost of renewal.

Eileen Paulin suggested a cheat sheet for alternatives for viewing these channels.

REPORTS:

8. **Marketing and Communications—Eileen Paulin**

Ms. Paulin presented Village Management Services Mission: To ensure Laguna Woods Village residents receive unparalleled opportunities to enjoy the utmost in active living. She then presented the Media and Communications Department Mission: To promote a well-informed community that optimizes the resources and amenities available to all residents of Laguna Woods Village, the West's premier private community for active 55+ adults.

Ms. Paulin presented the new layout and designs that have been implemented since February of 2018. She provided data on those residents not being reached by the Media and Communications Department and presented the Village Breeze magazine launch, scheduled for February 2020. The Village Breeze will reach the 6,900 residents who are not subscribed to digital communications. Ms. Paulin shared mockups, key information and benefits, which include:

- Single-sponsor concept covers hard costs; partnership with MemorialCare makes this possible
- Key information under one cover, delivered to every residence
- Creates strong sense of community; creates a reliable resource for vital Village information
- Reduces cost of communication, less in-house printing
- Reaches all residents via a common platform
- Electronic format with live links to all referenced items
- Bonus distribution to 22 medical sites throughout Orange County – potential new residents

Ms. Paulin proposed an editorial advisory board comprised of GRF Media and Communications Committee members and its advisors; presidents of Third, United, GRF and VMS; and Media and Communications Department staff. She also suggested placing financials on the website the day after they are presented in lieu of printing them in the magazine.

Featured content would include:

- General Services (including Transportation), Landscaping, Resident Services, Finance, Recreation, Security, Social Services, Maintenance & Construction, Media & Communications and the Office of the CEO
- Updates from boards of directors of housing mutuals, GRF, Mutual No. 50 and VMS
- Class schedules and Recreation event notices
- Village map
- Feature stories of interest to residents
- City and community news when appropriate (2020 Census, new voting procedures)

Content not included:

- Opinions, letters to the editor
- Club news
- Special interest group information that is not vetted by the editorial advisory board

9. Broadband and Contracts—Eileen Paulin

Ms. Paulin reported that Fox increased other channels over budget in 2020, which was not anticipated. Negotiations through NCTC ensued; a contract is in place for the next three years. She also reported that she will provide reports going forward, while Mr. Holland operates the Broadband back end.

ITEMS FOR DISCUSSION AND CONSIDERATION:

10. Approval for Broadband Consultant—Chuck Holland

Mr. Holland presented a recommendation for a supplemental appropriation from the Contingency Fund in the amount of \$50,000 to engage a consulting firm to conduct a review of Broadband Services operations and provide alternate options for providing cable TV and internet to the community. A motion was made by Juanita Skillman to use a supplemental appropriation in the amount of \$50,000 from the Contingency Fund to engage The Broadband Group (TBG) to seek alternate options for providing cable TV and internet. The motion was seconded by Lynn Jarrett. Discussion ensued. After discussion, the motion passed 6-1.

ITEMS FOR FUTURE AGENDAS:

Marketing the Village – Pat English and Richard Rader.

CONCLUDING BUSINESS:

11. Committee Member Comments

Director Jarrett stated it was a great meeting and complimented Ms. Paulin on her work. She requested a bulky-item pickup flyer for the Garden Villas. Becky Jackson will provide this for her.

Annie McCary thanked Ms. Paulin and stated the meeting was very informative and she took a lot of notes.

Beth Perak thanked Ms. Paulin for a fabulous meeting and demonstration of the magazine.

Director English congratulated Ms. Paulin for the great accomplishment.

Elsie Addington congratulated Ms. Paulin with her work on the magazine and would like some of the bulky-item pickup flyers.

Director Skillman stated she has never taken more notes and felt it was a good meeting.

Carmen Pacella stated Ms. Paulin is doing a great job and likes the positive message. He would like to see a column on DwellingLive and Broadband in the magazine.

Chair Soule stated she believes the magazine will solve the problem of reaching the unreachable. She would like a feature on the Resident Portal.

Ms. Paulin presented some of the features for February 2020: Transportation, an article on the Pacella's, MemorialCare, Kindness, Organization and Committees.

11. Date of Next Meeting—February 19, 2020 at 9:30 a.m.

12. Adjournment

Meeting was adjourned at 11:30 a.m.



Annette Sabol Soule, Chair
Media and Communications Committee