



**OPEN MEETING**  
**THE GOLDEN RAIN FOUNDATION**  
**MEDIA AND COMMUNICATIONS COMMITTEE**  
Wednesday, February 19, 2020 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, Lynn Jarrett, Neda Ardani, Annie McCary, Juanita Skillman, Beth Perak, Advisors Tom Nash and Carmen Pacella

**MEMBERS ABSENT:** Director Ryna Rothberg and Advisor Frank Tybor

**OTHERS PRESENT:** Steve Parsons—Third Mutual

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

1. **Call to Order**  
Meeting was called to order at 9:30 a.m.
2. **Acknowledgement of Media**  
Yes.
3. **Approval of the Agenda**  
Approved.
4. **Approval of Meeting Report from January 22, 2020**  
Approved.
5. **Chair's Remarks**  
We have a lot going on today.
6. **Member Comments (Items not on the Agenda)**  
Victoria Vonovich (136-A) was called to speak and asked if there was anything that can be done about viewing Angels games.

Joan Milliman (969-3E) was called to speak provided compliments on The Village Breeze and offered congratulations.

**7. Director's and Staff Forum**

Chair Soule gave Ms. Vonovich options that included going to 19 Restaurant or subscribing to YouTube TV.

**REPORTS:**

**8. Broadband and Contracts—Eileen Paulin**

Eileen Paulin deferred to Chuck Holland. He updated the committee on the battery backup system during a power outage.

Mr. Holland stated we are replacing the cable modem equipment. Right now this is on hold due to the review of contracts. There is also an operational audit with the Broadband Group that will perform an analysis of our Cable TV: status quo, sell, outsource, hybrid.

Mr. Holland described that he will take the technical side (Broadband and cable); Ms. Paulin will maintain media and television. He covered subscriber counts, including collapsing the channel guide with the removal of the 333 SD (standard definition) subscribers once the conversion of all users to HD (high definition) has been completed. Then he covered the channels that are offered.

Mr. Holland described the Operating Statements in the budget, which include the below:

- Merchandise sales
- Broadband services
- Employee compensation
- Materials and supplies
- Utilities
- Legal fees
- Outside services
- Repairs and maintenance
- Property and sales tax
- Cable programming/Copyright/Franchise
- Uncollectible accounts
- Depreciation and amortization

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

Ms. Paulin introduced new Communications Specialist Susan Logan-McCracken. She also announced the promotion of Ellyce Rothrock to Supervisor.

Ms. Paulin provided updates on:

- Docent tours
- New resident orientations
- CodeRED
- Satisfaction surveys
- Appearance dates at clubhouses
- TV appearances for board members

- Topics covered on TV
- The Village Breeze

**ITEMS FOR DISCUSSION AND CONSIDERATION:**

**10. Voting—Chair Annette Sabol Soule**

Chair Soule presented her handouts and updated the committee on voting centers, options and processes.

**11. Mobility & Vehicles Committee Charter—Chair Annette Sabol Soule**

Chair Soule discussed the Mobility & Vehicles Committee Charter, referencing paragraph 11, which states the committee would “work together with the GRF Media and Communications Committee,” along with paragraph 10, which references VMS developing an effective customer service program that includes educational literature, training classes and alternative transportation information.

**ITEMS FOR FUTURE AGENDAS:**

Creating a cheat sheet for being able to view Fox Sports sporting events that are no longer broadcast due to the discontinuation of channels 428 and 429.

Describing value of assessments.

**CONCLUDING BUSINESS:**

**11. Committee Member Comments**

Director Pat English stated it was a good meeting.

Director Beth Perak stated it was a good meeting.

Advisor Carmen Pacella stated the Village Breeze was great. Asked if there was a way to intercept the Laguna Woods Globe’s Letters to the Editor. Ms. Paulin described that we have attempted to answer individuals but there is no way to intervene in Globe (Orange County Register) business.

Director Lynn Jarrett stated it was a good meeting and she loves the magazine and has been getting a lot of calls.

Director Neda Ardani thanked staff for the hard work and the Breeze.

Steve Parsons mentioned residents are getting attacked by pets and is trying to get these incidences reported and documented.

Ms. Milliman mentioned Resident Services is still one of our problem areas.

Ms. Vonovich commented on work orders that she has had and the great service she has received.

Director Annie McCary gave kudos to everyone for the Breeze and what a great

marketing tool it is.

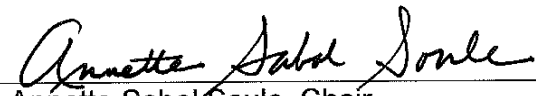
Director Juanita Skillman would like copies of the Breeze in the Library.

Advisor Tom Nash recommended that residents counteract the bad press in the Letters to the Editor with positive feedback.

Ms. Paulin talked about using the Dog Club to address Mr. Parson's concerns.

**11. Date of Next Meeting—March 16 at 1:30 p.m.**

**12. Adjournment**  
11:09 a.m.



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Annette Sabol Soule, Chair  
Media and Communications Committee