



OPEN MEETING
THE GOLDEN RAIN FOUNDATION
MEDIA AND COMMUNICATIONS COMMITTEE
Monday, October 21, 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 Annie McCary, Diane Phelps, Annette Sabol Soule, Elsie Addington, Lynn Jarrett, Juanita Skillman, Ryna Rothberg, Advisers Steve Carman and Lucy Parker

MEMBERS ABSENT: Adviser Sheila Bialka.

OTHERS PRESENT: Beth Perak – GRF, Andre Torng – United

STAFF PRESENT: Eileen Paulin, Chuck Holland, Siobhan Foster and Becky Jackson

1. Call to Order

Chair Joan Milliman called the meeting to order at 1:31 p.m.

2. Acknowledgement of Media

Paul Ortiz from Village Television was present.

3. Approval of the Agenda

Agenda was approved.

4. Approval of Meeting Report from September 16, 2019

Report was approved.

5. Chair's Remarks

Chair Milliman welcomed everyone and called attention to the Globe Thursday, October 17, 2019. She hopes the record has been set straight with the articles from reporter Brooke Becher and Director Diane Phelps in regards to statements made by CEO Jeff Parker.

6. Member Comments (Items not on the Agenda)

Andre Torng 389-Q was called to speak and requested a survey system be implemented to give residents an opportunity to dialogue about rumors.

7. Director's and Staff Forum

Chuck Holland mentioned a survey model that was previously used in Granicus but discontinued due to lack of interest.

Eileen Paulin reminded the committee of the various social media forums that spread misinformation and the challenge it imposes for staff, directors and residents.

REPORTS:

8. Broadband and Contracts Report - Chuck Holland

Mr. Holland gave his monthly report on Broadband and Contracts which include:

Contract Renewals

Mr. Holland reported on the pending increases in Fox Cable Network Channels, KCOP 13 and KTTV Fox that were higher than anticipated. He will bring back a report next month to the Committee for their review.

Subscriber Counts

Mr. Holland described the benefits of using all high definition channels and replacing the standard definition boxes. He intends to have this project completed by the end of the year.

Proforma Operating Statements

The Proforma Broadband Services Summary of Operations financials report includes: merchandise sales, broadband services, employee compensation, materials and supplies, utilities, legal fees, outside services, repairs and maintenance, operating expenses, taxes, programming fees, copyright fees, franchise fees and uncollectible accounts.

9. Marketing and Communications Report - Eileen Paulin

Ms. Paulin reported on Marketing and Communications activities highlighting department workflow and iContact open rates. She stated MarComm is monitoring the Wildfire predictions closely. She discussed the SCE outage alert process and how the team has been monitoring and encouraging residents to sign up for alerts.

Ms. Paulin reported on the events from the Great Shake Out on Thursday, October 17, stating CodeRED servers were overwhelmed and compacted causing issues in the notifications. MarComm and IT have plans for staying on top of it. The drill at Clubhouse 5 was successful and included various departments, volunteers and collaboration with other sources.

Ms. Paulin presented the plans for upcoming board wide training, which would include a speaker. She reported the Directors Handbooks are completed for United and Third. The handbook for GRF will be worked on.

10. Docent Tour Update – Becky Jackson

Becky Jackson reported on the Docent Tours' history and the value they have had for the Village. She presented the need to reduce tours due to the new transportation routes pending in 2020. Three plans were presented for 2020: Option A-68 tours, Option B-60 tours and Option C-56 tours. After discussion Director Elsie Addington moved to recommend Option C, allowing Ms. Jackson flexibility to schedule New Resident Tours among the 56 tours. This was seconded by Director Phelps and passed 7-1.

11. New Resident Tour Update – Becky Jackson

Ms. Jackson reported on the history of New Resident Orientations and proposed the 6 p.m. meetings be moved to 4:30 p.m. in 2020. New schedule was passed unanimously.

ITEMS FOR DISCUSSION AND CONSIDERATION:

12. Mutual Communication Committee Updates

Ms. Paulin recommended identifying key issues for each mutual and having a working communications outline for each mutual.

Ms. Paulin proposed small roundtable meetings with staff and directors with break out groups in lieu of larger town hall meetings.

ITEMS FOR FUTURE AGENDAS:

None.

CONCLUDING BUSINESS:

10. Committee Member Comments

Ms. Paulin discussed the work orders in Resident Services. She stated staff is looking for facilities to conduct small round tables/focus groups in lieu of town hall meetings. These would include staff and directors.

Mr. Holland mentioned the high volume of work orders created in the Call Center by residents.

Director Lynn Jarrett stated it was a good meeting.

Director Annette Sabol Soule commented on an ad she saw on Village TV about wearing goggles in the pool to prevent eye infection.

Director Skillman stated that people do not know how to handle transparency and that is where rumors come from. She suggested conveying solid information, not ideas.

Director Addington stated it was a good meeting.

Chair Milliman thanked everyone for the hard work and progress.

Adviser Steve Carman commented about thermostat and SCE power lines.

Adviser Lucy Parker stated she is glad there are efforts to improve the website.

11. Date of Next Meeting - Monday, November 17, 2019, 1:30 p.m. in the Board Room

12. Adjournment

Meeting was adjourned at 3:27 p.m.


Joan Milliman, Chair
Media and Communications Committee

