



OPEN MEETING

**REGULAR MEETING OF THE GOLDEN RAIN FOUNDATION
MEDIA AND COMMUNICATIONS COMMITTEE**

**Monday, March 20, 2023 – 1:30 p.m.
Board Room / Virtual Hybrid Meeting**

REPORT

Members Present: Chair Joan Milliman; Directors Margaret Bennett, Maggie Blackwell, James Cook, Cris Prince, Sue Quam; Alternates Deborah Dotson, Moon Yun; Advisors Theresa Frost, Tom Nash, Lucy Parker

Members Absent: Director Elsie Addington (excused); Advisors Catherine Brians (excused), Carmen Pacella (excused)

Others Present: Alison Bok, Bunny Carpenter, Juanita Skillman

Staff Present: Eileen Paulin, Ellyce Rothrock, Paul Ortiz, Susan Logan-McCracken

1. Call to Order

The meeting was called to order at 1:30 p.m. and a quorum was established by Chair Milliman. Director Dotson served as an alternate for Director Addington.

2. Acknowledgement of Media

None present.

3. Approval of Agenda

Approved by unanimous consent.

4. Approval of Report for February 22, 2023

Approved by unanimous consent.

5. Chair's Remarks

Chair Milliman welcomed committee members and introduced new Director Quam, who will represent United Mutual on this committee. Chair Milliman proposed that the Media and Communications Committee meet on a bi-monthly basis while the Broadband Ad Hoc and Website Ad Hoc committees work to meet their objectives.

6. Member Comments

Paul Peters commented that residents may be interested in watching LIV Golf tournaments on KTLA and the CW Network, channels not offered in Broadband Services programming.

In response, Mr. Ortiz discussed the history behind GRF's decision to discontinue its contract with KTLA and trends in sports networks like the CW. Director Dotson recommended alternatives such as watching live on YouTube, livgolf.com and a LIV Golf app.

Alison Bok suggested that Media and Communications promote the 60th anniversary of Laguna Woods Village in 2024.

In response, Ms. Paulin discussed working with the History Center on the Village's 60th anniversary and thanked Director Bok.

Items for Discussion

7. Media and Communications Report – Eileen Paulin

Ms. Paulin highlighted from the Media and Communications Activities Report:

- 60 staff projects tracked in February
- 15 regular publications completed
- 26 key messages delivered
- 29 projects completed for other departments
- 31 residents attended United Mutual new resident orientations year to date
- 21 residents attended Third Mutual new resident orientations year to date
- 115 prospective or new residents attended docent tours year to date
- 27% of audience opening electronic communications on smartphones

8. Broadband Ad Hoc Committee Report – Eileen Paulin

Ms. Paulin turned the report over to Mr. Ortiz, who reported that the committee examined the first two of three scenarios for the future of Broadband Services. The committee will examine the third "Conduit Lease" scenario at the March 28 meeting.

9. Website Ad Hoc Committee Report – Ellyce Rothrock

Ms. Rothrock discussed the Laguna Woods Art Association reception on March 17. The competition for the single favorite painting received around 150 votes; the winner is Yong S. Kapoor's "Spring Blossoms," which hangs in the Community Center lobby.

Ms. Rothrock reported that the last Website Ad Hoc Committee meeting was March 1 and a follow-up meeting will be scheduled to decide on the final vendor, who will work closely with the ERP vendor to ensure synchronization of efforts including document management, search and single sign-on.

10. Broadband Services Report – Paul Ortiz

Mr. Ortiz highlighted from the subscriber report that service calls and set-top boxes have decreased. More residents are opting for streaming services, cloud storage and higher internet speeds.

Items for Future Agendas

Focus groups report

Concluding Business

Committee Member Comments

Mr. Ortiz stated he looks forward to the next Broadband Ad Hoc Committee meeting.

Ms. Paulin welcomed Director Quam and those attending in person, online or who will listen to the recordings.

Director Yun commented on the subscriber numbers of the Korean channels. Discussion ensued.

Director Blackwell stated the transition ahead will be exciting but nail-biting and that she discovers new channels to watch every day.

Director Quam stated the Laguna Woods Art Association exhibit is beautiful and thanked Ms. Rothrock for all her efforts. She asked about the typical life expectancy of broadband fiber. Discussion ensued.

Advisor Parker commended Mr. Ortiz' group for ensuring Village programming is available on YouTube.

Advisor Frost commended the committee and staff for their direction.

Director Dotson commended the hard work of the Media and Communications, Broadband Ad Hoc and Website Ad Hoc committees. She thanked everyone for a great meeting.

Date of Next Meeting – Monday, May 15, 2023, at 1:30 p.m.

Adjournment

Chair Milliman adjourned the meeting at 2:25 p.m.


Joan Milliman, Chair
Media and Communications Committee