



## **OPEN MEETING**

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

**Monday, January 15, 2024 - 1:30 p.m.  
Board Room / Virtual Meeting**

Laguna Woods Village owners/residents are welcome to participate in all open committee meetings and submit comments or questions regarding virtual meetings using one of two options:

1. Join the committee meeting via a Zoom link at <https://us06web.zoom.us/j/82817619487> or by calling [669-900-6833](tel:669-900-6833), Access Code: 828-1761-9487.
2. Submit comments or questions via email to [meeting@vmsinc.org](mailto:meeting@vmsinc.org) any time before the meeting is scheduled to begin or during the meeting. Please use the name of the committee in the subject line of the email. Name and unit number must be included.

#### **NOTICE AND AGENDA**

THIS MEETING MAY BE RECORDED

1. Call to Order
2. Acknowledgment of Media
3. Approval of the Agenda
4. Approval of Meeting Report for September 18, 2023
5. Chair's Remarks
6. Member Comments

The comments of directors, staff, consultants or other guests during committee meetings are not comments of Golden Rain Foundation (GRF) and are only the speaker's opinions. The position of GRF is only that expressed in motions or resolutions which are adopted by the board of directors. Members may speak on subjects not on the agenda, but under this committee's jurisdiction. Member comments are limited to three minutes.

#### **Items for Discussion:**

7. Media and Communications Report – Ellyce Rothrock
8. Website Update – Ellyce Rothrock
9. Review of Committee Charter – Joan Milliman
10. Goals for 2024 – Joan Milliman

#### **Items for Future Agendas:**

- TBD

#### **Concluding Business:**

- Committee Member Comments
- Date of Next Meeting: Monday, April 15, at 1:30 p.m.
- Adjourn

\*A quorum of the GRF board or more may also be present at the meeting.

Joan Milliman, Chair  
Ellyce Rothrock, Staff Officer  
Telephone: 949-268-2345

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**OPEN MEETING**

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

**Monday, September 18, 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, Juanita Skillman (alternate for Elsie Addington); Advisors Catherine Brians, Tom Nash, Carmen Pacella, Lucy Parker

**Members Absent:** Director Elsie Addington (excused); Advisor Theresa Frost (excused)

**Others Present:** GRF – Bunny Carpenter, Egon Garthoffner, Martin Roza  
Third – S.K. Park  
VMS – Debbie Allen

**Staff Present:** Robert Carroll, Catherine Laster, Susan Logan-McCracken, Paul Ortiz, Joana Rocha, Ellyce Rothrock

**1. Call to Order**

The meeting was called to order at 1:30 p.m. and a quorum was established by Chair Milliman.

**2. Acknowledgement of Media**

None present.

**3. Approval of Agenda**

Approved by unanimous consent.

**4. Approval of Report for July 17, 2023**

Approved by unanimous consent.

**5. Chair's Remarks**

Chair Milliman announced that the September/October Village Breeze is out. She welcomed Robert Carroll, General Services Director, who then introduced himself.

## **6. Member Comments**

There were no member comments.

## **Items for Discussion**

### **7. Media and Communications Report – Ellyce Rothrock**

Ms. Rothrock held up the latest issue of the Village Breeze and read through highlights from the Media and Communications Activities Report.

### **8. Website Ad Hoc Committee Report – Ellyce Rothrock**

Ms. Rothrock updated the committee on the contract with Urban Insight and stated that Information Services Director Chuck Holland will be in charge of the project, while she and Ms. McCracken will handle the day-to-day updating of the website.

### **9. Broadband Ad Hoc Committee Report – Paul Ortiz**

Mr. Ortiz announced new Broadband Ad Hoc Committee Chair Martin Roza and updated the committee on the contract with The Broadband Group, who reached out to a list of potential providers that the ad hoc committee will review at 3:30 p.m. today.

### **10. Broadband Services Report – Paul Ortiz**

Mr. Ortiz highlighted from the subscriber counts report:

- Village Television's YouTube channel subscriber counts continue to increase
- The use of set-top boxes is trending downward
- Pay services continue to decrease
- The higher speeds in internet subscriptions are increasing, while the lowest speed is decreasing

Mr. Ortiz gave a presentation on skyrocketing re-transmission fees, the programming landscape and expiring contracts.

Mr. Roza commented about the cable programming landscape and asked about the future of streaming costs. Discussion ensued.

Another discussion ensued on educating residents on how they can save money by purchasing the streaming app rather than paying the retail rate contractually offered to the community.

Mr. Ortiz then presented a staff report on adding NewsNet and Sports News Highlights to Village Television's current lineup for the period of November 1, 2023, through November 1, 2026, at no cost to GRF. All associated equipment and transmission costs will be the responsibility of Bridge Media Networks.

Chair Milliman entertained a motion. Juanita Skillman made a motion to recommend the approval of a contract with Bridge Media Networks to add NewsNet and Sports News Highlights to Village Television’s current programming lineup for the period of November 1, 2023, through November 1, 2026, at no cost to GRF. All associated equipment and transmission costs will be the responsibility of Bridge Media Networks. Margaret Bennett seconded the motion, which carried unanimously.

**Items for Future Agendas**

TBD

**Concluding Business**

**Committee Member Comments**

Advisor Brians commended Village Television’s longevity.

Advisor Parker commended the meeting and discussed the Village Community Fund’s publicity guide for Village clubs.

Director Quam commended the staff for all the communications work completed every month.

Director Blackwell stated it was good to hear about the NewsNet channel.

Director Skillman discussed the Disaster Preparedness Task Force and reminded everyone to shelter in place if there is a disaster and not go to the clubhouses.

Director Cook recommended including information about streaming in the “What’s Up in the Village” email blast and in the new resident orientation packets.

Mr. Carroll stated he looks forward to working with the committee.

Advisor Pacella thanked the committee for the work that they do.

Ms. McCracken introduced Ms. Rocha, who will assist with meeting coordination.

**Date of Next Meeting – Monday, November 20, 2023, at 1:30 p.m.**

**Adjournment**

Chair Milliman adjourned the meeting at 2:36 p.m.

*p.p. Joan Milliman / SLM*  
Joan Milliman, Chair  
Media and Communications Committee

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## STAFF REPORT

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**DATE:** January 15, 2024  
**FOR:** GRF Media and Communications Committee  
**SUBJECT:** Media and Communications Activities Report – Sept-Dec 2024

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### **RECOMMENDATION**

Review Media and Communications report.

### **BACKGROUND**

Media and Communications staff prepares a monthly report for MACC, which includes, but is not limited to, Media and Communications activities, communications projects, website management, analytics, docent tours, new resident orientations and more.

### **DISCUSSION**

The website is updated daily via input from all departments, residents and clubs. Media and Communications maintains webmaster duties by writing, editing and posting content, which includes, but is not limited to, governance, news, club news, club updates, training, activities and calendars.

Media and Communications staff also continues to proactively engage, inform and share vital information with residents. The attached report presents engagement efforts through the iContact direct email service, through which flyers, newsletters and other tools are used to disseminate news and information. The average open and click rates illustrate interest and engagement in the content disseminated.

Workflow continues to be managed through the online project management system, Trello. The chart below shows the number of projects Trello tracked each month, the number of subscribers added to iContact and the number of posts to the website.

	Tracked	Subscribed	Posted
<b>Sept</b>	76	27	80
<b>Oct</b>	80	299	142
<b>Nov</b>	71	136	90
<b>Dec</b>	80	77	145

Regular or serial publications completed by the Media and Communications team in September through December include:

- Village Breeze: September/October 2023 issue
- Village Breeze: November/December 2023 issue
- Employee Newsletter: October/November 2023 issue
- What's Up in the Village (Friday email blast): 18 editions
- Weekly press releases for the Globe: 17 weeks
- Golden Rain Foundation email blast: Three editions
- Third Mutual email blasts: 14 editions
- United Mutual email blasts: Six editions
- Garden Center email blasts: Three editions
- Golf email blasts: Two editions
- Real estate bulletin email blasts: Eight editions
- Carport cleaning email blasts: Five editions

Media and Communications staff also maintains specific email lists for select recipients to allow for more targeted communication while reducing communication fatigue. Current specialized lists include pool users, golf cart owners, Garden Center plot holders and real estate professionals. Media and Communications also sends email communications to VMS employees and directors on each of the boards.

Key messages that Media and Communications delivered from September through December include:

**September**

- Labor Day Hours and Updates
- Please Pardon Our Dust
- Nonresident Guest Security Reminders
- September Destination Shopping (ran three times in September)
- The Beat Goes On
- Monday Movies at the PAC ('Till' at the PAC This Monday; ran three times in September)
- High Steaks (ran three times in September)
- What's New Pussycat? (ran three times in September)
- United Town Hall Sept. 8
- GRF Board Calls for Candidates (GRF Board Calls for 2023 Candidates; ran three times in September)
- Third, United Board Election Information (ran four times in September)
- Grandparents' Fun Day (Grandparents' Fun Day Is Tomorrow; ran two times in September)
- September Paint and Pour
- AARP Smart Driver Refresher (AARP Smart Driver Safety Class; ran two times in September)



- Health and Wellness Expo (Health and Wellness Expo Next Saturday, Health and Wellness Expo Is Tomorrow!; ran four times in September and one time in October)
- Updated EV Charging Rates (ran two times in September)
- Football Mondays
- Enjoy Two Aquatics Classes Longer
- The September/October 2023 Village Breeze Is Here!
- Election Ballot Mishap? (ran two times September)
- Village Bazaar Registration Starts Soon (Register for Village Bazaar Booth Space Now; ran three times in September)
- Emergency Resources
- Free Medical Alert Devices
- Member Bright Ideas Program Begins Oct. 1 (Member Bright Ideas Program; ran two times in September and one time in October)
- Learn All About Village Communications
- Harvest Hoedown 2023 (Harvest Hoedown Is Tomorrow!; ran two times in September and in October)
- Willkommen to Oktoberfest Buffet 2023 (ran two times in September and one time in October)
- Third Town Hall Sept. 27
- Meet the GRF Candidates (ran two times in September and in October)
- Third, United 2023 Election Results
- Halloween 'Scarade' of Ghouliness (ran one time in September and four times in October)
- NYE at the PAC (ran 1 time in September, ran one time in October and ran three times in December)
- Tom Jones Tribute Tomorrow!
- Visit the Bus Rider Outreach Booth (ran one time in September and two times in October)
- USPS Offers Free COVID-19 Tests

#### **October**

- Sign Up Now for SCE Outage Alerts
- United Town Hall Oct. 13
- United Seeks to Fill Board Vacancy (ran two times in October)
- 2023 Great California ShakeOut Drill (ran two times in October)
- ETWD Issues Fall 2023 Newsletter
- Garden Clippings Requests and Reminders
- Organics Recycling Best Practices
- "Puss in Boots: The Last Wish" at the PAC (ran two times in October)
- Don't Miss the Oct. Bazaar (Bazaar Creations and Wares; Don't Miss Tomorrow's Bazaar Creations and Wares; ran three times in October)

- Don't Miss the 2023 Arts and Crafts Bonanza! (2023 Arts and Crafts Bonanza; 2023 Arts and Crafts Bonanza This Weekend; ran three times in October and ran one time in November)
- NYE at the PAC
- Senior Summit
- Resident Services Made Easier
- Recreation Facility Hours
- Call for VMS Board Candidates (Last Call for VMS Board Candidates; ran two times in October and ran one time in November)
- Oct. 23 Paint and Pour
- Thanksgiving Buffet (ran two times in October)
- Third Town Hall Oct. 25
- Medicare Open Enrollment (ran one time in October and November)
- Honoring All Who Served (ran one time in October and November)
- Upcoming I-5 Ramp Closure
- Drop Off Unwanted Meds
- Turf Aeration
- November Destination Shopping (ran one time in October and two times in November)
- United Town Hall Nov. 10

### **November**

- Mosquito Prevention
- United Nov. 10 Town Hall Canceled
- Veterans Day Hours and Updates
- Enrolled to Receive United Member Newsletters? (ran two times in November)
- MemorialCare Surgeons Talk Vascular Health (ran two times in November)
- "Living" Nov. 20 at the PAC (ran two times in November)
- Aliso Creek Trail Rehabilitation (ran three times in November)
- I-5/EI Toro Interchange Project Comment Deadline Extended (ran three times in November)
- Thank You, Veterans!
- Veterans Day Hours and Updates
- GRF Election Results
- Handling Panhandling
- Tree Lighting and Toy Drive (Tree Lighting and Toy Drive Tomorrow; ran two times in November and one time in December)
- The November/December 2023 Village Breeze Is Here!
- Thanksgiving Holiday Hours and Updates
- Third Seeks to Fill Board Vacancy (ran two times in November)
- Laundry Room Etiquette
- VMS Board Annual Appointments (VMS Board Appointment Update; ran two times in November and one time in December)
- Sign Up to Receive Third Member Newsletters (ran two times in November)

- Mamma Mia! (ran two times in November)
- Third Mutual Town Hall Nov. 22
- Asphalt Work at Town Centre
- Happy Thanksgiving!
- Christmas Buffet

**December**

- Village Television Offers Live Streaming Service
- Reminder to Register Your Guests (ran four times in December)
- Nighttime Full Road Closure
- New Year's Dinner Dance
- United Town Hall Dec. 8
- Santa Paws at the Equestrian Center (Tomorrow Is Santa Paws at the Equestrian Center; ran three times in December)
- "White Christmas" at the PAC (ran three times in December)
- December Destination Shopping (ran two times in December)
- Bulky-Item Pickup in the Village
- Basic Assessment Information
- Maintenance and Construction Resident Volunteers (ran two times in December)
- Dec. 18 Paint and Pour (ran two times in December)
- Holiday Hours (ran two times in December)
- NYE at the PAC (ran three times in December)
- Clubhouse 1 Project
- All the SCE Contacts You Need
- Sign Up for CodeRED
- Sweet Caroline!
- Welcome Back to Manor Alterations! (ran two times in December)
- College Football National Championship (ran two times in December)
- Happy Holidays to All!
- Recycle Your Christmas Trees
- Call for VMS Board Candidate (*this is separate from the one that ran in Oct-Nov*)
- Upcoming Shows at the PAC
- Winter Village Bazaar

**FINANCIAL ANALYSIS**

**None**

**Prepared By:** Susan Logan-McCracken, Media and Communications Associate

**Reviewed By:** Ellyce Rothrock, Media and Communications Manager  
Jenning Lai, Media and Communications Administrative  
Specialist

**ATTACHMENTS**

- i. Docent Tours Report**
- ii. New Resident Orientations Report**
- iii. Workflow Report**
- iv. iContact Report**

**DOCENT TOURS**

The Village docent tour program is offered as marketing outreach to prospective residents looking to learn more about the community. Tours are also available to new residents if space permits. The chart below shows the number of prospective and new residents who attended the docent tours in 2023.

Date	Attended	Date	Attended
Thursday, January 5, 9 a.m.	9	Thursday, June 15, 1 p.m.	14
Thursday, January 19, 9 a.m.	11	Thursday, June 22, 1 p.m.	11
Thursday, January 26, 1 p.m.	10	Thursday, June 29, 9 a.m.	14
Saturday, January 28, 1 p.m.	17	Thursday, July 6, 9 a.m.	15
Thursday, February 2, 9 a.m.	11	Thursday, July 20, 9 a.m.	13
Thursday, February 16, 9 a.m.	12	Thursday, July 20, 1 p.m.	14
Thursday, February 16, 1 p.m.	19	Thursday, July 27, 9 a.m.	15
Thursday, February 23, 1 p.m.	16	Thursday, August 3, 9 a.m.	12
Saturday, February 25, 1 p.m.	10	Thursday, August 17, 9 a.m.	13
Thursday, March 2, 9 a.m.	10	Thursday, August 17, 1 p.m.	17
Thursday, March 16, 9 a.m.	12	Thursday, August 24, 1 p.m.	17
Thursday, March 16, 1 p.m.	13	Thursday, August 31, 9 a.m.	8
Saturday, March 25, 1 p.m.	10	Thursday, Sept. 7, 9 a.m.	13
Thursday, April 6, 9 a.m.	15	Thursday, Sept. 21, 9 a.m.	8
Thursday, April 20, 9 a.m.	11	Thursday, Sept. 28, 1 p.m.	13
Thursday, April 20, 1 p.m.	13	Thursday, Oct. 5, 9 a.m.	13
Thursday, April 27, 1 p.m.	14	Thursday, Oct. 19, 9 a.m.	16
Thursday, May 4, 9 a.m.	10	Thursday, Oct. 26, 1 p.m.	16
Thursday, May 18, 9 a.m.	9	Thursday, Nov. 2, 9 a.m.	15
Thursday, May 18, 1 p.m.	12	Thursday, Nov. 16, 9 a.m.	11
Thursday, May 25, 1 p.m.	17	Thursday, Nov. 16, 1 p.m.	11
Thursday, June 1, 9 a.m.	14	Thursday, Nov. 30, 9 a.m.	16
Thursday, June 15, 9 a.m.	9	Thursday, Dec. 7, 9 a.m.	11
<b>Subtotal</b>	<b>284</b>	<b>Total 2023</b>	<b>590</b>

**NEW RESIDENT ORIENTATIONS**

New resident orientations occur once a month for Third Mutual and now quarterly for United Mutual. These charts show the number of new residents in attendance in 2023.

**United Mutual**

Date	Attendance	Director
Wednesday, January 11, 2023	13	Blackwell
Friday, February 3, 2023	18	Blackwell
Wednesday, March 8, 2023	4	Blackwell
Friday, April 7, 2023	12	Blackwell
Wednesday, May 10, 2023	11	Blackwell
Friday, June 2, 2023	12	Blackwell
Wednesday, July 12, 2023	16	Blackwell <i>et al.*</i>
Friday, August 4, 2023	CANCELED	
Wednesday, September 13, 2023	CANCELED	
Friday, October 6, 2023	23	Bok, Tuning
Wednesday, November 8, 2023	CANCELED	
Friday, December 1, 2023	CANCELED	
	<b>109</b>	

\*Bok, Ross, Tuning

**Third Mutual**

Date	Attendance	Director
Friday, January 20, 2023	14	Rane-Szostak
Wednesday, February 15, 2023	7	Laws
Friday, March 17, 2023	15	Rane-Szostak
Wednesday, April 19, 2023	17	Laws
Friday, May 19, 2023	7	Cook
Wednesday, June 21, 2023	19	Cook
Friday, July 21, 2023	19	Cook
Wednesday, August 16, 2023	11	Laws
Friday, September 15, 2023	16	Rane-Szostak
Wednesday, October 18, 2023	13	Cook
Friday, November 17, 2023	17	Laws
Wednesday, December 20, 2023	18	Laws
	<b>173</b>	

**Workflow Report, September 2023**

Recreation	Media and Communications
Produced October 2023 Health Expo flyer, Globe ad	Completed September/October Village Breeze
Produced AARP new and returning students flyer	Worked on November/December Village Breeze
Produced Monday Night Football flyer	Met with MemorialCare for 50th/60th anniversaries
Updated ESL flyer	Edited/revamped docent tour video script
Produced Village Bazaar flyers for vendors & attendees	Hosted 9/8 docent luncheon
Produced Harvest Hoedown flyer	Coordinated 9/7 docent tour, morning
Produced Oktoberfest flyers	Coordinated 9/21 docent tour, morning
Produced Bonanza flyers, Globe ad, map	Coordinated 9/28 docent tour, afternoon
Produced Halloween golf cart parade flyers	Produced and sent 9/7 Globe press releases
Produced Paint and Pour flyers	Produced and sent 9/14 Globe press releases
Produced Thanksgiving buffet flyers	Produced and sent 9/21 Globe press releases
Produced New Year's Eve at the PAC flyers	Produced and sent 9/28 Globe press releases
Edited six operating rules documents	Produced and sent 9/1 Friday email blast
Distributed Garden Center fall newsletter	Produced and sent 9/8 Friday email blast
Distributed Golf fall newsletter	Produced and sent 9/15 Friday email blast
Produced various signage	Produced and sent 9/22 Friday email blast
Updated Recreation webpage with various updates	Produced and sent 9/29 Friday email blast
Landscaping Services	Maintained and updated email subscriber list
Edited/formatted Landscape efficiency review document	Mailed Village Breeze to residents nondelivered
Updated weekly Landscape maintenance schedules	Produced MACC activities report, agenda, minutes
Maintenance and Construction	Edited/proofed various documents for all departments
Edited/formatted EV ChargePoint document	Produced various correspondence for all departments
General Services	Proofed weekly board/committee meeting schedules
Produced Destination Shopping flyer	Produced regular Facebook posts
Produced TV6 PowerPoint decks for department directors	Board Relations
Coordinated Broadband Ad Hoc Committee meeting	Reviewed GRF election application packet
Distributed Carport Cleaning email blasts	Produced VMS board Bright Ideas for Members campaign
Community Services	Distributed Third Mutual email blast
Designed fall Real Estate Forum flyer	Hosted 9/15 Third new resident orientation
Distributed fall Real Estate Forum email blast	Revamped United new resident orientation packet
Prepared bulletins for distribution	Produced CEO presentation to Gate 11
Posted monthly real estate sales reports	Produced TV6 PowerPoint decks for Third board director
Webmaster	Produced TV6 PowerPoint decks for United board director
Posted club events and non-club events	Produced VMS PowerPoint presentation for GRF Board
Updated website with club updates	Produced VMS PowerPoint presentation for Third Board
Trained webmasters and assisted with their websites	Produced VMS PowerPoint presentation for United Board
Posted 80 items to the website	Edited/proofed various documents for CEO's office
Financial Services	Produced CEO Updates: GRF, Third, United
Produced Client Services meeting PPT presentation	Edited/formatted CEO correspondence
Produced Risk Management PPT presentation	Produced CEO TV6 PowerPoint decks
Selected photos for 2024 Greenbook	Security Services
Designed 2024 Greenbook cover	Updated contractor/subcontractor notice for gates

### Workflow Report, October 2023

Recreation	Media and Communications
Updated Laughter Yoga flyer	Worked on November/December Village Breeze
Distributed Garden Center October newsletter	Coordinated 10/5 docent tour, morning
Distributed Golf October newsletter	Coordinated 10/19 docent tour, morning
Produced Veterans Day flyers	Coordinated 10/26 docent tour, afternoon
Produced volunteer luncheon flyer	Produced and sent 10/5 Globe press releases
Produced jewelry class flyers	Produced and sent 10/12 Globe press releases
Produced AARP new and returning students flyer	Produced and sent 10/19 Globe press releases
Produced Monday Movies at the PAC flyer	Produced and sent 10/26 Globe press releases
Updated Lois Ruben Mindfulness Meditation flyer	Produced and sent 10/6 Friday email blast
Produced Paint and Pour flyers	Produced and sent 10/13 Friday email blast
Produced New Year's Eve dinner dance flyers	Produced and sent 10/20 Friday email blast
Produced Driving range reopening flyer	Produced and sent 10/27 Friday email blast
Produced Annual tree lighting flyers	TV6 PowerPoint decks for department directors
Produced ABBAFAB at the PAC flyer	Email subscriber list maintenance
Produced various signage	Mailed Village Breeze to residents nondelivered
Updated Recreation webpage	Edited/formatted various correspondence for departments
<b>Board Relations</b>	Proofed weekly board/committee meeting schedule
Produced and sent GRF monthly email blast	Produced regular Facebook posts
Produced GRF Year in Review presentation	<b>Landscaping Services</b>
Produced Third Year in Review presentation	Proofed/formatted Third Landscaping Manual
Distributed five Third Mutual email blasts	Updated weekly Landscape maintenance schedules
Updated United new resident orientation packet	<b>General Services</b>
Hosted 10/6 United new resident orientation	Produced Destination Shopping flyer
Hosted 10/18 Third new resident orientation	Produced TV6 PowerPoint decks for department directors
Edited/formatted 2024 business plan mailing for United	Posted Village Television and movie guides to website
Edited/formatted 2024 business plan mailing for Third	Coordinated Broadband Ad Hoc Committee meeting
Edited/formatted 2024 business plan mailing for GRF	Distributed four carport cleaning email blasts
Produced Garden Villa Association jotform survey for Third	<b>Community Services</b>
Proofed election documents	Sent realtor information bulletin email blast
Posted litigation documents for GRF, Third, United	Sent three real estate forum invitation email blasts
Produced TV6 PowerPoint deck for GRF board director	Produced realtor forum PowerPoint presentation
Produced TV6 PowerPoint deck for United board director	Posted monthly real estate sales reports
Produced TV6 PowerPoint deck for Third board director	<b>Security Services</b>
Produced VMS PowerPoint presentation for GRF Board	Produced Social Services Medicare open enrollment flyer
Produced VMS PowerPoint presentation for Third Board	<b>Webmaster</b>
Produced VMS PowerPoint presentation for United Board	Posted club events, updates and trained webmasters
Produced CEO Updates: GRF, Third, United	Updated board landing pages with election results
Edited/formatted CEO correspondence	Updated facility hours on multiple webpages
Produced CEO TV6 PowerPoint decks	Posted 142 items to the website
<b>Financial Services</b>	<b>Human Resources</b>
Proofed/formatted 2024 annual disclosures and notices	Photographed Halloween events for newsletter
<b>Information Services</b>	Photographed Bright Ideas recipient for newsletter
Produced PPT presentation for department director	Photographed excellence awards for newsletter
<b>Maintenance and Construction</b>	Photographed service awards for newsletter
Produced PPT presentation for department director	Worked on October/November employee newsletter



**Workflow Report, November 2023**

Recreation	Media and Communications
Produced Christmas Buffet flyers	Completed November/December Village Breeze
Produced 2024 Monday Movies at the PAC flyers	Worked on January/February Village Breeze
Proofed/formatted 2024 Sponsorship Opportunity packet	Produced and sent 11/3 Friday email blast
Produced PAC 2024 Season flyers & brochures	Produced and sent 11/10 Friday email blast
Produced Mindful Movement and Balance class flyer	Produced and sent 11/17 Friday email blast
Distributed Golf November newsletter	Produced and sent 11/24 Friday email blast
Distributed Garden Center November newsletter	Produced and sent 11/2 Globe press release
Photographed Driving Range reopening	Produced and sent 11/9 Globe press release
Distributed Equestrian Center November newsletter	Produced and sent 11/16 Globe press release
Human Resources	Produced and sent 11/23 Globe press release
Designed/wrote employee holiday card	Produced and sent 11/30 Globe press release
Updated subscriptions on employee email list	Coordinated 11/30 docent tour
Produced, sent October/November Employee Newsletter	Coordinated two 11/16 docent tours
Landscaping Services	Coordinated 11/2 docent tour
Produced two PowerPoint presentations	Participated in weekly Urban Insight meetings
Edited Landscape request for proposal	Proofed weekly board/committee meeting schedule
Maintenance and Construction	Board Relations
Designed Manor Alterations Mutual Consent flow chart	Produced two CEO PowerPoint presentations
General Services	Developed CEO Volunteer Luncheon talking points
Produced Transportation flyer	Distributed three Third Mutual email blasts
Posted TV and movie guides	Hosted 11/17 Third New Resident Orientation
Developed TV6 streaming information for website	Distributed three United email blasts
Community Services	Distributed GRF monthly email blast
Emailed Special November Information Bulletin	Strategized CEO coffee meet and greets
Emailed five Regular November Information Bulletins	Added 400+ emails to United member email list
Posted resale documents	Updated board of director photos and lists on website
Financial Services	Posted litigation documents
Proofed/updated Greenbook	Organized United board inbox
Produced two PowerPoint presentations	Produced PowerPoint presentation for board directors
Produced long-term assessment comparison infographic	Webmaster
Designed basic assessment chart	Posted club events, updates and trained two webmasters
Security Services	Posted updates on various department webpages
Produced two PowerPoint presentations	Posted 90 items to the website

**Workflow Report, December 2023**

Recreation	Media and Communications
Produced Paint and Pour flyers	Worked on January/February Village Breeze
Produced Neil Diamond tribute at the PAC flyers	Planned March/April Village Breeze
Distributed Garden Center December newsletter	Coordinated 12/7 docent tour
Distributed Golf December newsletter	Produced and sent 12/1 Friday email blast
Produced Village Bazaar flyers	Produced and sent 12/8 Friday email blast
Produced College Football Championship flyers	Produced and sent 12/15 Friday email blast
Produced Brisket Buffet flyers	Produced and sent 12/22 Friday email blast
Produced Fall Prevention class flyers	Produced and sent 12/29 Friday email blast
Produced January/February PAC programming schedule	Produced and sent 12/7 Globe press releases
Produced and sent pool schedule update email	Produced and sent 12/14 Globe press releases
Coordinated Santa Paws event	Produced and sent 12/21 Globe press releases
Posted 32 operating rules documents to web landing page	Produced and sent 12/28 Globe press releases
Board Relations	Weekly Urban Insight meetings
Produced and sent GRF monthly email blast	Proofed weekly board/committee meeting schedule
Produced GRF Year in Review presentation	Attended MemorialCare anniversary celebration meetings
Produced Third Year in Review presentation	Researched Google Analytics data for website
Distributed five Third Mutual email blasts	Laguna Woods Art Association planning and meetings
Produced CEO TV6 PowerPoint presentation	Edited, proofed, formatted documents for departments
Produced three CEO PowerPoint presentations	Community Services
Produced VMS PowerPoint presentation for GRF Board	Distributed realtor information bulletin email blast
Produced three PPT presentations for board directors	Prepared real estate bulletins for distribution
Distributed three Third Mutual email blasts	Posted monthly real estate sales reports
Distributed three United Mutual email blast	Formatted/edited Summer Real Estate Forum Q&A
Distributed two GRF email blasts	Security Services
Coordinated 12/20 Third New Resident Orientation	Produced PowerPoint presentation for Social Services
Produced GRF Trust Training completion certificates	Webmaster
Updated VMS board of director photos and list on website	Posted club events, updates and trained two webmasters
Revised Third New Resident Orientation packet	Posted 145 items to the website
Landscaping Services	Human Resources
Edited/formatted performance/service report	Worked on January/February Employee Newsletter
Posted weekly Landscape maintenance schedules	Maintenance and Construction
General Services	Produced PPT presentation for department director
Posted Village Television and movie guides	Financial Services
Posted 2024 channel guides	Edited/formatted "bucket list" document

**iContact Report, September 2023**

	Title	Contacts	Open	Clicks	No Info	Bounce	Smartphone	Tablet	Computer	Unsubscribe	Complain
9/29/23	What's Up in the Village	16,320	48.05%	44.60%	51.27%	0.69%	44%	7%	49%	5	2
9/29/23	Carport Cleaning Notice	2,392	67.56%	43.13%	31.77%	0.67%	38%	5%	57%	12	0
9/22/23	What's Up in the Village	16,330	48.57%	37.41%	50.75%	0.68%	35%	6%	59%	6	2
9/19/23	Don't Miss the October 18 Village Fall Real Estate Forum	503	57.46%	4.50%	41.75%	0.80%	14%	0%	86%	2	0
9/15/23	What's Up in the Village	16,338	49.31%	41.40%	50.00%	0.69%	35%	5%	60%	6	0
9/12/23	Community Services Invites You to the October 18 Village Fall Real Estate Forum	508	65.35%	5.72%	33.07%	1.57%	14%	1%	85%	4	0
9/8/23	What's Up in the Village	16,367	48.03%	42.39%	51.29%	0.68%	40%	6%	54%	8	3
9/6/23	Laguna Woods Golf Course Newsletter Fall 2023	646	61.92%	59.50%	37.62%	0.46%	38%	7%	56%	2	0
9/6/23	From the President of Third: Should Third's Current BBQ Rules Be Rescinded?	4,251	64.48%	14.19%	35.14%	0.38%	31%	7%	63%	4	0
9/5/23	Garden Center Newsletter - Fall 2023	777	73.36%	51.40%	26.00%	0.64%	38%	5%	57%	1	0
9/1/23	What's Up in the Village	16,385	47.28%	41.75%	52.02%	0.70%	38%	6%	56%	12	1
		<b>Total</b>				<b>Averages</b>				<b>Totals</b>	
		90,817	57.40%	35.09%	41.88%	0.72%	33%	5%	62%	62	8

**iContact Report, October 2023**

	Title	Contacts	Open	Clicks	No Info	Bounce	Smartphone	Tablet	Computer	Unsubscribe	Complain	
10/30/23	Third President Seeks Survey Feedback on GVA Washer/Dryer Installations in Three-Story Buildings	1,376	65.19%	36.90%	33.07%	1.74%	23%	10%	67%	3	2	
10/27/23	What's Up in the Village	16,295	47.86%	39.86%	51.48%	0.66%	36%	5%	59%	16	1	
10/27/23	Carport Cleaning Notice	401	59.85%	37.92%	39.65%	0.50%	42%	0%	58%	4	0	
10/25/23	From the President of Third: Should Third Allow Washers and Dryers in Three-Story Manors?	4,239	61.88%	2.63%	37.67%	0.45%	27%	10%	62%	2	1	
10/23/23	Garden Center Newsletter - October 2023	775	73.03%	48.06%	25.81%	1.16%	47%	7%	46%	0	0	
10/20/23	What's Up in the Village	16,302	47.30%	41.45%	52.13%	0.57%	43%	7%	50%	5	1	
10/20/23	Carport Cleaning Notice	1,271	63.57%	41.96%	35.33%	1.10%	43%	11%	46%	2	0	
10/19/23	Laguna Woods Golf Course Newsletter - October 2023	642	59.66%	56.92%	40.03%	0.31%	38%	7%	55%	0	0	
10/18/23	From the President of Third: Please Don't Feed the Wildlife	4,239	61.10%	1.35%	38.64%	0.26%	37%	7%	57%	1	1	
10/17/23	Community Services' October 18 Village Fall Real Estate Forum Is Tomorrow!	512	56.84%	2.06%	41.80%	1.37%	18%	0%	82%	1	1	
10/13/23	What's Up in the Village	16,303	46.48%	38.21%	52.87%	0.65%	41%	8%	51%	4	1	
10/13/23	Carport Cleaning Notice	2,039	69.05%	46.66%	29.87%	1.08%	38%	8%	54%	8	2	
10/12/23	Community Services Invites You to the October 18 Village Fall Real Estate Forum	501	59.68%	4.01%	39.52%	0.80%	16%	1%	83%	3	0	
10/11/23	From the President of Third: Proposed New Policy to Limit Herbicide Spraying Around Your	4,234	61.93%	1.83%	37.74%	0.33%	30%	6%	64%	1	1	
10/10/23	From the GRF Board: Saddleback College Emeritus Institute Classes	16,054	48.03%	4.54%	51.35%	0.63%	31%	5%	64%	17	2	
10/6/23	What's Up in the Village	16,323	46.23%	34.04%	53.06%	0.71%	38%	8%	54%	8	0	
10/6/23	Carport Cleaning Notice	2,042	69.59%	45.67%	29.38%	1.03%	36%	10%	54%	6	0	
10/4/23	From the President of Third: 2024 Monthly Assessment Is Approved	4,228	63.29%	1.72%	36.35%	0.35%	31%	5%	65%	2	0	
10/3/23	Community Services Invites You to the October 18 Village Fall Real Estate Forum	501	56.89%	3.86%	41.92%	1.20%	5%	5%	90%	3	0	
10/2/23	Laguna Woods Village October Informational Bulletins	505	59.60%	12.96%	39.21%	1.19%	25%	1%	74%	6	0	
		<b>Total</b>	<b>Averages</b>									<b>Totals</b>
		<b>108,782</b>	<b>58.85%</b>	<b>25.13%</b>	<b>40.34%</b>	<b>0.80%</b>	<b>32%</b>	<b>6%</b>	<b>62%</b>	<b>92</b>	<b>13</b>	

**iContact Report, November 2023**

	Title	Contacts	Open	Clicks	No Info	Bounce	Smartphone	Tablet	Computer	Unsubscribe	Complain	
11/29/24	From the President of United: Our Responsible, Dog-Loving Community	3,797	64.05%	2.67%	34.95%	1.00%	28%	6%	66%	3	1	
11/29/24	From the President of Third: "Flushable" Wipes Shouldn't Be Flushed	4,309	63.24%	0.95%	36.23%	0.53%	29%	5%	66%	1	0	
11/22/23	What's Up in the Village	16,261	53.88%	26.43%	45.35%	0.76%	34%	8%	58%	6	1	
11/22/23	From the President of Third: Another Way to Save Money	4,278	65.60%	189.00%	34.10%	0.40%	25%	11%	64%	3	1	
11/17/23	What's Up in the Village	16,271	48.62%	40.07%	50.07%	0.68%	37%	6%	58%	9	1	
11/15/23	From the President of United: How California AB 1346 Means a Quieter Landscaping Operation	3,686	56.13%	1.35%	43.22%	0.65%	34%	7%	60%	3	0	
11/15/23	Employee Newsletter October/November 2023	337	46.29%	69.23%	53.71%	0.00%	10%	2%	88%	1	0	
11/14/23	From the GRF Board: GRF Celebrates Another Year of Service	16,000	50.61%	5.56%	48.56%	0.84%	27%	5%	68%	15	2	
11/9/23	What's Up in the Village	16,273	55.03%	36.00%	44.30%	0.67%	31%	9%	60%	8	2	
11/9/23	URGENT: Laguna Woods Village Special News Bulletin	506	68.58%	30.55%	30.04%	1.38%	28%	0%	72%	2	0	
11/8/23	From the President of Third: Optional Chargeable Services for Third Members	4,232	66.82%	29.03%	32.68%	0.50%	27%	7%	66%	2	0	
11/3/24	What's Up in the Village	16,280	48.67%	38.00%	50.60%	0.72%	38%	6%	56%	8	2	
11/2/23	From the President of United: No Town Hall on Nov. 10	26	46.15%	8.33%	53.85%	0.00%	44%	0%	56%	0	0	
11/1/23	From the President of United: An Introduction to Your New Board and President	3,696	59.42%	9.06%	39.75%	0.84%	38%	4%	58%	7	4	
11/1/23	Laguna Woods Village November Information Bulletins	510	62.16%	18.30%	36.86%	0.98%	18%	1%	81%	3	0	
11/1/23	From the President of Third: Foods to Avoid Putting Down Your Garbage Disposal	4,235	64.79%	0.80%	34.66%	0.54%	21%	7%	71%	2	0	
		<b>Total</b>	<b>Averages</b>									<b>Totals</b>
		110,697	57.50%	31.58%	41.81%	0.66%	29.31%	5.25%	65.50%	73	14	

**iContact Report, December 2023**

	Title	Contacts	Open	Clicks	No Info	Bounce	Smartphone	Tablet	Computer	Unsubscribe	Complain	
12/29/23	What's Up in the Village	16,263	54.36%	32.82%	44.94%	0.69%	34%	8%	57%	6	1	
12/27/23	From the President of United: United's Past and 2024 Financial Outlook	3,819	64.83%	1.74%	34.28%	0.89%	39%	6%	55%	3	2	
12/27/23	From the President of Third: Third Board Directors on Third and GRF Committees	4,346	64.52%	0.50%	35.00%	0.48%	33%	9%	58%	4	2	
12/22/23	What's Up in the Village	16,264	54.04%	32.84%	45.23%	0.73%	36%	7%	57%	5	0	
12/20/23	From the President of Third: New, Small "Passive Park" in Third Mutual	4,328	64.51%	0.72%	34.96%	0.53%	28%	12%	60%	4	2	
12/15/23	What's Up in the Village	16,245	49.36%	39.30%	49.95%	0.70%	37%	5%	58%	6	0	
12/13/23	From the President of United: Happiness and Holiday Wishes	3,811	62.16%	2.45%	37.08%	0.76%	36%	9%	55%	4	0	
12/13/23	Pool Schedule Update	209	69.86%	9.59%	29.67%	0.48%	65%	0%	35%	0	0	
12/13/23	From the President of Third: Efficient Ways of Securing Agenda Packets at Meetings	4,325	63.33%	1.79%	36.25%	0.42%	27%	9%	63%	3	1	
12/12/23	Garden Center Newsletter - December 2023	769	72.30%	48.38%	26.92%	0.78%	41%	5%	54%	1	0	
12/12/23	From the GRF Board: GRF Salutes Volunteers in the Village	15,968	50.20%	2.76%	49.12%	0.68%	25%	6%	69%	11	3	
12/11/23	Pool 5 Temporarily Closed	210	71.90%	17.88%	27.62%	0.48%	47%	0%	53%	0	0	
12/9/23	SCE UPDATE: Crews Estimate Gate 14 Power Restoration at Approximately 10 p.m. Today	439	70.84%	7.40%	28.70%	0.46%	71%	2%	27%	0	0	
12/9/24	SCE Estimates Gate 14 Power Restoration at Approximately 4 p.m. Today	445	68.54%	4.59%	29.44%	2.02%	60%	4%	35%	0	0	
12/8/23	What's Up in the Village	16,267	54.85%	33.64%	44.47%	0.73%	33%	5%	62%	11	2	
12/4/23	Laguna Woods Village December Information Bulletins	505	59.21%	18.06%	40.00%	0.79%	23%	0%	77%	4	1	
12/1/23	What's Up in the Village	16,249	48.40%	41.67%	50.95%	0.65%	40%	7%	54%	2	1	
		<b>Total</b>	<b>Averages</b>								<b>Totals</b>	
		120,462	61.37%	17.42%	37.92%	0.72%	40%	6%	55%	64	15	



## **RESOLUTION 90-20-XX**

### **Golden Rain Foundation of Laguna Woods Media and Communications Committee Charter**

**WHEREAS**, the Media and Communications Committee (formerly the Broadband Committee) has been established pursuant to Article 7, Section 7.1.1 of the Bylaws of the Corporation; and

**WHEREAS**, this Charter has not been updated since January 2, 2019.

**NOW THEREFORE BE IT RESOLVED**, January 7, 2020, that the Board of Directors of this Corporation hereby assigns the duties and responsibilities of this Media and Communications Committee as follows:

1. Comply with Resolution G-9-95, "General Duties of Standing Committees," adopted October 3, 1989:
  - i. Advise and recommend to the Board, goals, policies and expectations in the committee's area of concern, and in management's divisional performance, for the purpose of evaluating ongoing experience; these goals, policies and expectations should be quantifiable or otherwise measurable, wherever possible and appropriate.
  - ii. Assure mutual understanding between committee and respective management division, of approved goals, policies and expectations.
  - iii. Keep informed generally regarding the extent and quality of operational performance.
  - iv. Seek an acceptable level of congruence among board expectations, management performance and, generally, resident experience and desire.
  - v. Seek optimum benefit/cost results in the committee's area of concern.
  - vi. Review on a continuing basis the long-range needs of the Laguna Woods Village community, its residents, facilities, services and programs, within the committee's area of concern, and develop information that will assist this corporation, or the housing corporations, in addressing anticipated future needs within their areas of responsibility. Forward recommendations and information based on said review to the Board of directors of this corporation, or to other governance entities as appropriate.

### **COMMITTEE'S AREAS OF CONCERN**

2. Promote two-way communications within the community by every medium available.
3. Ensure the maintenance and operation of GRF Broadband and cable services system, the website, social media, and all publications and broadcasts under the committee's jurisdiction.

4. Serve as liaison between the GRF Board and the Media and Communications Department.
5. Work with GRF committees and GRF Board of Directors on matters related to areas of responsibility in this Charter.
6. Review the capital requirements, service levels, and projected revenue related to the GRF Media and Communications Department (cable, advertising revenue, Village Television and internet services), other activities referenced in this Charter, and make recommendations to the GRF Board for approval.
7. Review all non-budgeted requests originated by the GRF Media and Communications Department, advertising revenue, Village Television and internet services), or the CEO/COO, and recommend appropriate action to the Finance Committee and GRF Board, respectively, for approval.
8. Ensure that the Headend, Broadband and Village Television facilities, equipment and operations, owned or managed by this corporation, are maintained as necessary to sustain a consistent level of performance to meet the requirements of the Community, the City of Laguna Woods Franchise Agreement, and FCC Regulations.
9. Direct the managing agent to prepare specifications and contracts used for procurement of programming, services, and commercial advertisements. Review and modify criteria, as reflected in Resolution 90-17-15 Programming Network Contract Renewals. See Attached.
10. Direct the managing agent to implement capital plan projects per Board-approved scope of work.
11. Serve as a liaison between the GRF Board and the managing agent to ensure that communications services, and any associated equipment, are appropriate for the intended services. Make recommendations to all Boards, as necessary.
12. Perform such other duties as may be assigned by the GRF Board of Directors.

**RESOLVED FURTHER**, that Resolution 90-19-04, adopted January 2, 2019, is hereby superseded and canceled; and

**RESOLVED FURTHER**, that the officers and agents of this corporation are hereby authorized on behalf of the corporation to carry out the purpose of this Resolution.



**Attachment**

**RESOLUTION 90-17-15  
Programming Network Contract Renewals**

**WHEREAS**, contract renewals are the sole responsibility of GRF; and

**WHEREAS**, the Media and Communications Committee (MACC) has found it necessary to define a standard that implements a procedure that evaluates programming contracts when they come up for renewal; and ensures that the rising cost of television programming is kept to a minimum; and

**WHEREAS**, GRF belongs to a cable television cooperative, National Cable Television Cooperative, which assists in the negotiation of most contracts which results in the best rates as the cable television cooperative represents more than six million subscribers;

**NOW THEREFORE BE IT RESOLVED**, May 2, 2017, that the Board of Directors recognizes Programming Network Contracts as a special industry contract and hereby establishes the following contract renewal standard for future television contract negotiations. independent contracts are executed by two GRF officers, if a service provider contract exceeds the budgeted amount or includes significant changes in programming, the contract will be reviewed in executive session.

**RESOLVED FURTHER**, that Resolution 90-03-76, adopted August 5, 2003 is hereby superseded and canceled.

**RESOLVED FURTHER**, that the officers and agents of this corporation are hereby authorized on behalf of the corporation to carry out this resolution.

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