



**THE GOLDEN RAIN FOUNDATION MEDIA
AND COMMUNICATIONS COMMITTEE**

**Monday, January 18, 2021 - 1:30 PM
VIRTUAL MEETING
Laguna Woods Village Community Center Board Room
24351 El Toro Road**

NOTICE OF MEETING AND AGENDA

This meeting will be recorded.

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

1. Email meeting@vmsinc.org any time before the meeting is scheduled to begin or during the meeting. Include the name of the committee in the subject line of the email. You must provide your name and manor number.
2. Call 949-268-2020 beginning one half hour before the meeting begins and throughout the remainder of the meeting. You must provide your name and manor number.

1. Call to Order

2. Acknowledgement of Media

3. Approval of Agenda

4. Approval of Meeting Report – December 14, 2020

5. Chair's Remarks

6. Member Comments – Open Forum (Items Not on the Agenda)

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.

7. Director and Staff Responses to Member Comments

REPORTS:

8. Media and Communications Report – Director Eileen Paulin

9. Broadband Consultant Update – The Broadband Group

- Director and staff questions on the Broadband report

ITEMS FOR DISCUSSION AND CONSIDERATION:

ITEMS FOR FUTURE AGENDAS:

- Broadband financials
- Overview of contract renewals

CONCLUDING BUSINESS:

10. Committee Member Comments

11. Date of Next Meeting

12. Adjournment



OPEN MEETING
THE GOLDEN RAIN FOUNDATION
MEDIA AND COMMUNICATIONS COMMITTEE
Monday, December 14, 2020, at 1:30 p.m.
Laguna Woods Village Community Center, Virtual Meeting
24351 El Toro Road, Laguna Woods, CA 92637

REPORT

MEMBERS PRESENT: Chair Joan Milliman; Directors Bunny Carpenter, James Hopkins, Lynn Jarrett, Annie McCary and Elsie Addington; Advisors Theresa Frost, Tom Nash, Carmen Pacella, Lucy Parker and Juanita Skillman; Alternate Deborah Dotson

MEMBERS ABSENT: Director Ryna Rothberg

OTHERS PRESENT: None

STAFF PRESENT: Eileen Paulin, Susan Logan-McCracken, Paul Ortiz and Ellyce Rothrock

1. **Call to Order**
Meeting was called to order at 1:30 p.m. and a quorum established by Chair Milliman.
2. **Acknowledgement of Media**
None present.
3. **Approval of the Agenda**
Approved by unanimous consent.
4. **Approval of Meeting Report from October 19, 2020**
Approved by unanimous consent.
5. **Chair's Remarks**
Chair Milliman welcomed current and new members to the final Media and Communications Committee meeting of the year. She highlighted a couple of items from the latest "What's Up in the Village" Friday email blast:
 - The availability of saliva-based COVID testing in Orange County
 - New RFIDs that will replace driving decalsAdvisor Skillman asked about resident ID cards. Ms. Paulin referred the matter to Resident Services.

6. Member Comments -- Open Forum (Items Not on the Agenda)

Ms. Rothrock read one member comment from Norma Fox who asked when HBO-Max will be added and what it will cost.

7. Director's and Staff Responses to Member Comments

Ms. Paulin stated that the matter is being looked into and someone will get back to her with an answer.

REPORTS:

8. Media and Communications Report – Director Eileen Paulin

Ms. Paulin welcomed new Advisor Theresa Frost. Advisor Frost stated that she looks forward to working with everyone on the committee.

Ms. Paulin presented the Department of Media and Communications' accomplishments for 2020 that highlighted:

- Department reorganization
- Coordinated use of multiple communication platforms
- Addition of print magazine, The Village Breeze, with electronic version online with links
- Staffing cost savings
- Monthly assessments infographic
- Coronavirus communications
- Ayres Hotel crisis communications
- Face mask donations and distribution
- CEO Jeff Parker's TV6 appearances two to three times per week
- TV6 "This Day" broadcast six days per week
- The addition of weekly movies
- Public service announcements
- Launch of the COVID-19 alerts microsite
- Recreation resources
- Insurance coverage crisis
- Cyber attack
- Board of Directors training initiative
- Emergency notification system initiative
- Water conservation initiative
- Projects and upgrades in the Village
- Addition of landscaping maps to the website
- Electronic stats through Google Analytics showing top website topics, geographic origin of visitors and the devices they use
- Friday email blast
- Social media – Facebook
- Signs and flyers
- Direct mail
- Email info@lagunawoodsvillage.com monitored and answered daily

Chair Milliman mentioned the new editor of the Globe, who is a Village resident.

9. Broadband Update – Director Eileen Paulin

Ms. Paulin stated that Broadband has been going smoothly this month and subscriber rates are at an all-time high.

Director Addington asked how to subscribe to emailed communications. Ms. Paulin mentioned three ways, including filling out the online form at LagunaWoodsVillage.com on the Contact Us page, emailing info@lagunawoodsvillage.com and signing up at new resident orientations.

ITEMS FOR DISCUSSION AND CONSIDERATION:

No items brought up or discussed.

ITEMS FOR FUTURE AGENDAS:

The Broadband Group will give a report at the January 2021 meeting.

CONCLUDING BUSINESS:

10. Committee Member Comments

Director Dotson thanked Ms. Paulin for the information and stated that she looks forward to being on this committee.

Advisor Frost thanked Ms. Paulin for inviting her to be an advisor and that she looks forward to participating on this committee.

Advisor Nash requested a copy of presentation.

Director Hopkins thanked everyone for a great meeting.

Director McCary thanked Ms. Paulin for a great, informative meeting and announced that the first Third Communications Committee meeting is scheduled for January.

Mr. Ortiz mentioned the Laguna Woods Village YouTube channel is gaining traction.

Advisor Pacella thanked Ms. Paulin and her team and Mr. Ortiz and his team for doing a great job getting communications out to the Village. He also commended the meeting, the Globe and everything the Department of Media and Communications is accomplishing.

A discussion on NextDoor ensued.

Advisor Parker commended the presentation and the impressive job the Department of Media and Communications did in handling crisis communications.

Advisor Skillman mentioned the importance of audience comprehension in addition to communication, and asked when the next Village Breeze editorial board meeting will be held. Ms. Paulin answered the next meeting will be in January.

Director Carpenter commended the importance of the discussion today and asked if board training materials, including television appearance tips, could be available on the website.

Ms. Paulin stated that some things are in the works for the website.

Ms. Rothrock discussed the reader survey in the Village Breeze.

Director Addington thanked Ms. Paulin and other staff for their hard work and long hours. She commended staff for going above and beyond. She also mentioned that United Mutual has a Communications Committee again.

Chair Milliman thanked Ms. Paulin and her team for their work and wished everyone a wonderful holiday.

11. Date of Next Meeting -- January 18, 2021, at 1:30 p.m.

12. Adjournment
3:10 p.m.

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

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STAFF REPORT

DATE: January 18, 2021
FOR: GRF Media and Communications Committee
SUBJECT: Marketing and Communications Activities Report – December 2020

RECOMMENDATION

Review Marketing and Communications Report.

BACKGROUND

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

DISCUSSION

The website is an ever-evolving information hub 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 in December 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, which tracks work performed by staff and a freelance graphic artist, including deadlines, content, artwork, editing, fact checking, graphic design and distribution. Trello tracked 58 projects in December. Additionally in December, Media and Communications entered 25 emails into iContact and posted 112 items on the website and microsite.

The Office of the CEO and the Department of Media and Communications work together to handle an average of 24 phone calls and 20 emails each day, totaling more than 500 calls and 400 emails per month.

Regular publications completed by the Media and Communications team in December include:

- Village Breeze (December 2020/January 2021)
- What's Up in the Village (Friday email blast): Four editions
- COVID-19 related updates: Five email blasts
- Recreation updates: Three email blasts

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. When the financial packet was distributed, residents were encouraged to sign up for the email distribution list. A new feature was provided allowing residents to choose specific communications and opt out of others they preferred not to receive. Media and Communications also can send email communications to VMS employees and directors on each of the boards.

Key messages that Media and Communications delivered in December include:

- Silverado Canyon Fire Update
- Holiday Golf Cart Parade
- TV6 Features the Nutcracker Ballet
- Gov. Newsom's Dec. 3 Order
- Third Extends VMS Board Appointment
- Tree Trimming at RV Lot A
- Construction Alert for El Toro Road
- Virtual UCLA Student Talent Show
- AARP Smart Driver Course Online
- OCHCA Expands At-Home, Saliva-Based COVID-19 Testing
- Recreation Masking Requirements Update
- RFID Decals Replace Windshield Stickers
- Beloved GRF Horse's Passing
- Laundry Room Coin Exchange
- Virtual 'Holiday De-Lights'
- Special Restaurant 19 Holiday Menus
- Christmas Tree Recycling
- Third Extends VMS Board Appointment
- Village Decorating Contest
- Christmas and New Year's Holiday Hours
- Thank You, Village Volunteers!
- Disaster Preparedness Task Force Pet Survey
- Village YouTube Channel
- 2021 Swim Challenge
- Sign Up for SCE Alerts
- Discover What Village Life Offers: New Resident Orientations
- View the GRF, Third, United 2020 End-of-Year Accomplishments on Demand
- Call for Volunteers to Serve on GRF, Third, United Boards
- Happy Holidays, Merry Christmas and Happy New Year!

- Special Open Member Meeting for Third Mutual
- Participate in the Laguna Woods Village Recreation Pool Survey
- Revised Third Laguna Hills Mutual Financial Qualifications
- Updates to Tennis, Pickleball and Paddle Tennis Play
- Important Notice for Clubhouse 1 Outdoor Fitness Facility Users
- A Very Happy New Year to All!

Additionally, Media and Communications assisted other departments, staff, directors and outside agencies with the following projects in December:

- Completed the December 2020/January 2021 Village Breeze, added links to the digital edition and posted it on the website
- Worked on the February/March 2021 Village Breeze
- Created CEO update reports for regular board meetings
- Drafted and proofed CEO correspondence
- Notified staff and residents about planned power outages in the community
- Passed vital information to Resident Services so they can be prepared with answers when residents call with questions
- Press relations, including disseminating press releases to the Laguna Woods Globe
- Recreation website landing page updates
- Third website landing page updates
- Various letters and correspondence for Maintenance and Construction
- Signage for the Department of Recreation and Special Events
- Village-wide signage designed for posting throughout GRF facilities
- VMS end-of-year accomplishments presentation
- Converting PDF documents to Word for various departments
- Website postings for various departments and Village clubs
- Edited and formatted documents for GRF special corporate members meeting
- Sent email blast to Sales and Leasing, as well as realtor contacts with updated Third financial requirements
- Posted new Third Financial Requirements guidelines on the website
- Holiday, New Year's Eve and New Year's Day menu for 19 Restaurant
- Equestrian Center website update
- Updates for tennis, pickleball and paddle tennis protocol documents
- Slides for Director Gilmore TV6 appearance
- Updated all Recreation conditional reopening documents
- Posted monthly real estate sales reports
- Signage update for outdoor fitness center
- "Village Has Cheer!" holiday manor decorating campaign for Recreation
- Worked with TV6 and Pacific Theatre Ballet to secure filmed production of The Nutcracker Ballet
- Manor Alterations proposal for website landing page creation and content
- Posted GRF, Third and United litigation letters and reports on the website
- Continued work on GRF bylaws

Tasking Completed by Village Television (TV6):

- “This Day” live six days a week focused on Village updates with two rebroadcasts each day at 12:30 p.m. and 5 p.m.
- CEO Jeff Parker on air weekly (Mondays and Fridays)
- Message boards updated each day with important information
- Movies for residents’ enjoyment (Mondays, Fridays and Saturdays; 36 December broadcasts; with and without closed captioning)
- Regular TV guide
- Special exercise classes for residents are broadcast every day of the week
- Co-produced 3 public service announcements
- In the final stages of working with the City to transition the City channel from analog to high definition
- Produced 2 commercials for Media Services 55 clients
- Produce over 2,500 minutes of original programming each month
- Produced MemorialCare's new health show "Beyond Medicine" which is broadcast each Sunday at 6 p.m.

The Village docent tour program is offered as marketing outreach to prospective residents looking to learn more about the community. Tours are available to new residents who wish to become familiar with the community, amenities and history. Docent tours remained canceled due to the COVID-19 pandemic.

New resident orientations occur once a month for each mutual and are presented by one staff member and one board member. They are currently offered virtually and serve as another way to subscribe residents to iContact. In addition, staff continues to write letters and contact new residents via email.

FINANCIAL ANALYSIS

None

Prepared By: Eileen Paulin, Director of Media and Communications
Ellyce Rothrock, Supervisor of Media and Communications
Susan Logan-McCracken, Communications Specialist

Reviewed By: Siobhan Foster, COO

Workflow Report, December 2020

Recreation	Marketing and Communications
Holiday menus for 19 Restaurant	Completed December/January Village Breeze
Equestrian Center website update	Began February/March Village Breeze
Equestrian Center newsletter	12/3 Globe press releases
Tennis, pickleball, paddle tennis documents	12/4 Friday eblast
Recreation conditional reopening documents	12/10 Globe press releases
Outdoor fitness center signage	12/11 Friday eblast
Holiday manor decorating campaign	12/17 Globe press releases
Posted events for Village clubs on website	12/18 Friday eblast
Globe volunteer thank you full-page ad	12/24 Globe press releases
Board Relations	12/23 for 12/25 Friday eblast
CEO Updates: GRF, Third, United	12/31 Globe press releases
Documents for GRF corporate members mtg	12/30 for 1/1 Friday eblast
Third Financial Requirements guidelines	Response letters for 12-24-2020 Globe
Updated Third Mutual landing page	New stay-at-home order eblast
Third notice of member mtg recall	Silverado fire eblast
PPT presentations for various directors	Daily web COVID-19 county counts
CEO correspondence	Village-wide signage
COO correspondence to boards	MACC activities report, agenda, minutes
GRF bylaws editing	Proofing Monday Memo
VMS 2020 accomplishments PPT presentation	Regular Facebook posting
Posted GRF, Third and United litigation letters	Convert PDF to Word docs for various depts
Human Resource Services	Village Television
Gift card/end of year message	This Day live six days a week
Updated HR review document	CEO Jeff Parker on air twice weekly
Maintenance & Construction	Message boards updated daily
Manor Alterations website project	Movies Mondays, Fridays, Saturdays
Sales and Leasing	Regular TV Guide
Posted monthly real estate sales reports	Special daily exercise classes for residents
Sent email blast to Sales and Leasing, realtors with updated Third financial requirements	Co-produced three public service announcements
Third Financial Requirements guidelines website update	Secured filmed ballet of The Nutcracker to air on TV6
Website updates	City channel transition to high definition
Resident Services	Two Media Services 55 client commercials
Daily resident correspondence, emails	2,500 minutes of original programming
Fielding resident requests related to Media	Health show for MemorialCare
Landscaping Services	Webmaster
Landscape Maintenance Schedules	Posted 72 Items to the website

iContact Report, December 2020

Date	Title	Contact	Open	Bounce	No Info	Clicked	Smartphone	Tablet	Computer	Unsubscribe	Complain	
12/03/20	Update: Silverado Canyon Bond Fire	15,419	50.8%	0.2%	49.0%	8%	54%	5%	41%	3	1	
12/04/20	Third Members: Special Open Member Meeting	8,483	51.3%	0.2%	48.4%	1%	54%	7%	39%	4	2	
12/04/20	What's Up in the Village	15,448	51.8%	0.1%	48.1%	31%	47%	6%	47%	3	0	
12/04/20	COVID-19 Village Update	15,446	54.6%	0.1%	45.3%	2%	55%	5%	39%	3	1	
12/07/20	Village COVID-19 Update	15,413	54.9%	0.1%	45.0%	7%	54%	5%	41%	7	2	
12/08/20	Recreation Pool Survey	227	77.5%	0.4%	22.0%	51%	39%	5%	56%	0	0	
12/09/20	At-Home COVID Testing	15,435	51.1%	0.1%	48.8%	9%	50%	5%	45%	7	2	
12/11/20	What's Up in the Village	15,436	46.6%	0.1%	53.3%	35%	48%	6%	46%	7	1	
12/18/20	What's Up in the Village	15,427	44.4%	0.1%	55.5%	29%	49%	6%	45%	6	1	
12/22/20	Revised Third Financial Qualifications	324	55.6%	1.2%	43.2%	9%	58%	4%	37%	0	0	
12/22/20	Updates to Tennis, Pickleball, Paddle Tennis	15,231	43.5%	0.1%	56.4%	0%	57%	5%	38%	6	0	
12/23/20	Happy Holidays, Merry Christmas, Happy New Year	15,203	46.9%	0.1%	53.0%	0%	53%	6%	41%	3	0	
12/28/20	Laguna Woods Village Update	15,360	52.8%	0.1%	47.1%	2%	55%	4%	40%	6	0	
12/29/20	Laguna Woods Village Update	15,220	52.2%	0.1%	47.8%	3%	55%	5%	40%	6	0	
12/29/20	Clubhouse 1 Outdoor Fitness Facility Users	112	74.1%	0.9%	25.0%	16%	48%	2%	50%	0	0	
12/30/20	Happy New Year to All!	15,221	47.7%	0.1%	52.2%	14%	51%	6%	43%	4	0	
			Averages								Totals	
			53.5%	0.3%	46.3%	14%	52%	5%	43%	65	10	

New Resident Orientations Year to Date

United Mutual

Date	Attendance	Director
Wednesday, January 08, 2020	20	Achrekar
Friday, February 07, 2020	16	Addington
Wednesday, March 11, 2020	11	Armendariz
Friday, April 03, 2020	0	Ardani
Wednesday, May 13, 2020	0	Bastani
Friday, June 05, 2020	0	Gilmore
Wednesday, July 08, 2020	0	Liberatore
Friday, August 07, 2020	0	Margolis
Wednesday, September 09, 2020	0	Randazzo
Friday, October 23, 2020	15	Addington
Wednesday, November 11, 2020	20	Addington
Friday, December 04, 2020	14	Addington
	96	

Third Mutual

Date	Attendance	Director
Friday, January 17, 2020	18	Frankel
Wednesday, February 19, 2020	30	Parsons
Friday, March 20, 2020	0	Pearlstone
Wednesday, April 15, 2020	0	Karimi
Friday, May 15, 2020	0	McCary
Wednesday, June 17, 2020	0	Jarrett
Friday, July 17, 2020	0	Engdahl
Wednesday, August 19, 2020	0	Wayne
Friday, September 18, 2020	0	Mutchnick
Wednesday, October 21, 2020	15	McCary
Friday, November 20, 2020	15	McCary
Wednesday, December 16, 2020	12	McCary
	90	



STAFF REPORT

DATE: January 18, 2021
FOR: GRF Media and Communications Committee
SUBJECT: Broadband Services Update

RECOMMENDATION

Receive and file report.

BACKGROUND

Regular monthly reports are submitted to the Media and Communications Committee (MACC) for review. Included in this staff report are the subscriber counts.

DISCUSSION

The Broadband Services Division, including TV Operations, TV studio, media services, high-speed internet and digital services, are a part of the Media and Communications Department. Eileen Paulin, Director of Media and Communications, will be providing Broadband Services updates on an ongoing basis.

FINANCIAL ANALYSIS

None

Prepared By: Susan Logan-McCracken, Communications Specialist

Reviewed By: Eileen Paulin, Director of Media and Communications

ATTACHMENTS(S)

- i. Subscriber Counts

Subscriber Counts

Subscriber Counts	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JULY	AUG	SEPT	OCT	NOV	DEC
Digital Subscribers	6379	6634	6657	6627	6622	6692	6726	6773	6793	6811	6833	6850	6848	6851	6811	6814	6812	6815	6812	6812	6812	6829	6853	6841
Set-Top Boxes																								
DVR's	6064	6076	6060	6017	5616	5889	5829	5832	5821	5816	5822	5829	5812	5809	5783	5764	5756	5749	2736	5740	5736	5718	5715	5683
Standard	704	711	697	687	674	653	642	624	603	530	415	372	333	236	131	104	26	1	1	1	1	0	0	0
HD Standard's	2072	2068	2068	2069	2086	2069	2067	2052	2030	2036	2034	2032	2025	2029	2034	2036	2045	2043	2043	2037	2027	2026	2024	2011
TiVo MG2's	184	191	218	228	277	299	336	360	369	383	397	404	415	424	427	436	443	452	455	468	476	487	506	520
TiVo Qi3's	182	194	224	236	277	298	346	369	381	399	415	427	440	450	452	459	467	472	472	476	481	494	510	525
DTA's	386	380	371	370	368	363	363	363	360	355	350	343	339	337	337	335	332	332	332	305	210	202	202	202
HD Converter's	598	764	796	828	843	882	941	1028	1089	1171	1299	1348	1391	1492	1576	1613	1677	1709	1709	1721	1745	1763	1799	1806
Pay-TV																								
HBO	916	914	912	940	932	920	915	913	904	892	889	877	871	861	860	857	860	859	859	847	842	839	842	833
Cinemax	122	124	124	122	118	119	117	116	115	115	112	115	114	115	120	115	115	116	116	116	117	112	110	110
Showtime	448	448	450	441	437	441	436	437	439	427	424	428	242	428	427	426	430	426	426	414	411	417	411	417
Starz/Encore	323	306	301	297	292	291	289	289	284	281	271	275	271	293	296	297	293	289	289	278	277	280	280	277
PBC	17	18	18	18	18	18	17	18	18	17	16	16	16	19	18	20	18	19	19	17	17	18	17	15
International Ch.																								
TV Asia	2	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
CTI-Zhong Tian	14	14	14	13	14	14	15	15	15	15	15	15	14	14	14	14	14	14	14	15	15	14	14	14
The Filipino Channel	45	46	46	43	43	42	44	43	43	43	43	43	42	41	42	43	40	39	39	35	34	33	31	31
CCTV4	10	10	10	9	9	9	10	9	9	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
Channel One Russia	12	12	12	12	12	12	12	12	12	12	11	11	10	10	10	10	10	10	11	10	10	9	11	9
tvK	10	10	10	10	9	10	11	11	11	12	12	12	11	11	11	11	11	11	11	12	11	11	11	11
TV5Monde	27	27	27	26	26	27	27	26	25	24	24	24	23	24	24	23	24	24	26	26	25	25	25	25
RAI Italia	9	9	8	7	7	8	8	8	8	8	8	8	8	8	8	9	9	9	9	9	9	9	9	10
TV Japan	50	50	49	49	48	50	51	51	51	50	51	51	51	50	50	51	51	53	54	54	55	55	55	55
Total International	179	180	178	171	170	174	180	177	175	173	173	173	168	167	168	170	168	169	173	170	168	165	165	164
High Speed Data																								
High Speed Data	9905	9934	9934	9944	9966	9899	9920	9950	9966	9981	10031	10087	10116	10181	10190	10200	10217	10241	10271	10303	10350	10364	10401	10463