



THE GOLDEN RAIN FOUNDATION MEDIA AND COMMUNICATIONS COMMITTEE

**Monday, April 20, 2020 - 1:30 PM
Laguna Woods Village Community Center Board Room 24351 El Toro Road**

NOTICE OF MEETING AND AGENDA

- 1. Call to Order**
- 2. Acknowledgement of Media**
- 3. Approval of the Agenda**
- 4. Approval of Meeting Report - February 19, 2020**
- 5. Chair's Remarks**
- 6. Member Comments (Items Not on the Agenda)**
- 7. Director's and Staff Forum**

CONSENT: - *All matters listed under the Consent Calendar are considered routine and will be enacted by the Committee by one motion. In the event that an item is removed from the Consent Calendar by the Chair of the Committee, such item(s) shall be the subject of further discussion and action by the Committee.*

REPORTS:

- 8. Marketing and Communications Report - Eileen Paulin**

ITEMS FOR DISCUSSION AND CONSIDERATION:

ITEMS FOR FUTURE AGENDAS:

CONCLUDING BUSINESS:

- 9. Committee Member Comments**
- 10. Date of Next Meeting- Monday, May 18 at 1:30 p.m.**
- 11. Adjournment**



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.

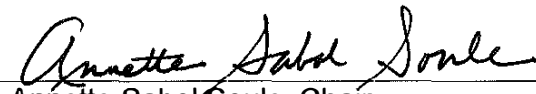
Director Juanita Skillman would like copies of the Breeze in the Library.

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.



Annette Sabol Soule, Chair
Media and Communications Committee

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STAFF REPORT

DATE: April 20, 2020
FOR: GRF Media and Communications Committee
SUBJECT: Marketing and Communications Activities Report – February and March 2020

RECOMMENDATION

Review Marketing and Communications Report.

BACKGROUND

Media and Communications staff prepare 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 & 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 & Communications staff also continues to proactively engage, inform and share vital information with residents. The attached report presents engagement efforts in February and March 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. In the months of February and March, tracked 59 projects through Trello. Aside from the workflow on Trello Media and Communications also entered 32 emails into iContact, posted 245 items on the website and posted 28 club events on the website.

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

- Easy Rider Transportation Newsletter (print and eblast)
- Recreation Events and Activities Calendar (print and website)
- Recreation Events Calendar (eblast)
- What's Up in the Village (Friday eblast): Four editions
- Village Breeze magazine (February/March 2020 edition)
- Garden Center Newsletter

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

- Employee Newsletter (eblast)
- What's Up in the Village (Friday eblast): Four editions
- Message from VMS Golf Staff
- Coronavirus Updates: 11 eblasts
- Village Breeze magazine (April/May 2020 edition)

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.

Current key messages that Media & Communications delivered in February include:

- Inaugural Village Visit Features VMS CEO Jeffrey Parker
- Why It's Important to Report Vacant Manors
- CodeRED Enrollment Now Easier Than Ever
- Use DwellingLive for Guest Passes, Overnight Parking Passes
- Mac Lab to Offer Saturday Hours
- New Hours for Community Fitness Center
- Presidents' Day in the Village
- Navigating the New Transportation Phone System, FAQs Answered
- GRF Board Wants You for the VMS Board
- Experience the 2020 Oscars at the PAC this Sunday
- Join the Good Neighbor Captain Program
- Welcome to the NEW Village Breeze!
- Carlos Rojas Named Village Director of Security Services
- How to View Service Request Status Online
- Clubhouse 1 Assessment Report Online Now
- Revised Carport Cleaning February Through April
- Village Energy Task Force Talks Microgrids
- Presidents' Day in the Village
- Downton Abbey Comes to the PAC
- Saturday Night Dance with 80z Enough
- Stalls Available Now at the Equestrian Center
- Get Tech Savvy for Easier Village Life: Learn to use DwellingLive and the resident portal with Chief Information Officer Chuck Holland
- Where's My Work Order? Here's what to expect after completing a request
- VMS Board Welcomes Two New Directors
- Be a Part of a Mutual Research Group
- Did You Receive Your New Village Breeze?
- UCI Offers Free Medical Knowledge Series
- Free Fall Prevention Series Continues

- Timeless Melodies: 1940s Broadway
- Mardi Gras in the Village
- Coronavirus and Our Community: Orange County's current status, reminders to practice good health hygiene
- Register Now for the 2020 Village Games
- Some Fixed Bus Routes Change
- 2020 Census Is Coming Soon
- Continued Security Gate Improvements
- RV Lot, Service Center now equipped with automated gate technology
- Clubs During PAC Renovations
- Hearing and Memory: They Are Connected!
- AARP Offers Smart Driver Refresher
- Village Bazaar Coming Soon!

Current key messages that Media & Communications delivered in March include:

- Coronavirus and Our Community: Update for Friday, March 6
- All Welcome at Town Hall-Style Village Visits (March 11)
- Wipes and Pipes Don't Mix
- Daylight Saving Time Begins Sunday
- Let the 2020 Village Games Begin
- Some Fixed Bus Routes Change
- Frankie Avalon This Saturday Night Only!
- Learn CPR/AED With Disaster Preparedness Task Force
- The Fluukes Play the Patio
- Coronavirus and the Village: Update for Friday, March 13
- FAQs About the Village and COVID-19
- 2020 Census Assistance (x3)
- Curl Up With a Good Movie (x3)
- Coronavirus and the Village: Update for Friday, March 20
- FAQs: COVID-19 and the Village
- Local Restaurant, Grocery and Pharmacy Resources During COVID-19 (x2)
- This Day Airs at 9 a.m. Monday Through Friday
- Messages From Local Utilities
- Coronavirus and the Village: Update for March 27
- FAQs: COVID-19 and the Village
- OC Establishes Toll-Free COVID-19 Line
- Assessments During COVID-19
- COVID-19 Mental Self-Care Resources
- Take Advantage of Local Beauty
- This Day Airs at 9 a.m. Monday Through Saturday
- Respond to the 2020 Census

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

- Created three CEO update reports for regular board meetings

- 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
- Transportation brochure and website landing page updates
- Various letters and correspondence for Maintenance and Construction, as well as signage for the Department of Recreation and Special events

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. In February, 47 guests as well as 37 residents attended Village docent tours. In March, 17 guests attended Village docent tours before these tours were 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. To welcome new residents, staff continues to write letters and contact new residents via email. In February, 48 Third Mutual residents and 36 United residents attended new resident orientation. In March, 11 United residents attended new resident orientation before these were canceled due to the COVID-19 pandemic.

FINANCIAL ANALYSIS

None

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

Reviewed By: Siobhan Foster, COO

COVID-19 Related Activities

Launch of New Website: lagunawoodsvillagealerts.com

Village Management Services launched a website dedicated to COVID-19 and any future ongoing emergency situations. This website provides residents with news, updates and resources regarding the coronavirus pandemic as it pertains to the Village community. In future when necessary, the site can be quickly adapted to respond to any crisis situation that calls for widespread, timely information Village residents need to know.

Tasking Completed by Village Television (TV6)

- This Day live six days a week focused on COVID-19 updates
- CEO Jeff Parker on air three days a week
- Message boards updated regularly with important information
- Report on the movies added for residents' enjoyment
- Recording special exercise classes for residents

Press Coverage From Ayres Hotel Contract to Become COVID-19 Facility in Laguna Woods

ABC7

April 3, 2020

- Reporter Eileen Frere interviewed Jeff Parker, Eileen Paulin, Sue Margolis, Steve Parsons.
- <https://abc7.com/orange-county-coronavirus-laguna-woods-village-ayres-hotel-retirement-community/6072794/>

April 7, 2020

- Anchor gave the second report and showed footage of Jeff speaking at the press conference.
- <https://abc7.com/coronavirus-covid-19-homeless-laguna-woods-ayres-hotel/6083271/>

CBS2/KCAL9

April 2, 2020

- Reporter Stacey Butler interviewed residents and Mayor Noel Hatch.
- <https://www.youtube.com/watch?v=IReWpaSUuPU&feature=youtu.be>

April 5, 2020

- Reporter Brittany Hopper interviewed residents protesting.
- <https://losangeles.cbslocal.com/2020/04/05/coronavirus-orange-county-laguna-woods-village-ayers-hotel/>

KTLA

April 3, 2020

- Reporter Lauren Lyster went live at 8:30 a.m. and the report ran throughout the day.
- <https://ktla.com/news/local-news/o-c-s-use-ayres-hotel-as-covid-19-center-for-homeless-has-laguna-woods-officials-deeply-concerned/>

MSN

April 6, 2020

- Picked up CBSLA report.
- <https://www.msn.com/en-us/news/us/oc-hotel-backs-out-of-plan-to-house-homeless-coronavirus-patients-near-senior-community/ar-BB12f37z>

April 7, 2020

- Picked up ABC7 clip of Jeff at press conference.
- <https://www.msn.com/en-us/money/realestate/oc-abandons-plan-to-house-homeless-covid-19-patients-at-hotel-in-retirement-community/ar-BB12gchO>

LA Times

April 2, 2020

- By Hannah Fry, staff writer. Eileen Paulin quoted in last paragraph. Mayor Noel Hatch interviewed.
- <https://www.latimes.com/california/story/2020-04-02/as-coronavirus-cases-swell-o-c-moves-to-convert-two-hotels-into-housing-medical-facilities-for-the-homeless>

April 4, 2020

- By Paloma Esquivel, staff writer. Annie McCary quoted in last paragraph.
- <https://www.latimes.com/california/story/2020-04-04/ayers-hotel-coronavirus-protest-orange-county-laguna-woods-village>

April 10, 2020

- By the LAT Editorial Board
- <https://www.latimes.com/opinion/story/2020-04-10/nimbys-ayres-hotel-homeless-coronavirus>
-

Orange County Register

April 2, 2020

- By Laylan Connelly. Eileen Paulin interviewed.
- <https://www.ocregister.com/2020/04/02/ayres-hotel-in-laguna-woods-to-become-care-center-for-homeless-with-coronavirus/>

April 6, 2020

- By Laylan Connelly
- <https://www.ocregister.com/2020/04/06/plan-scrapped-for-housing-homeless-with-coronavirus-at-ayres-hotel-near-laguna-woods/>

Patch

April 2, 2020

- By Paul Anderson, City News Service. Mayor Noel Hatch and other city and county officials interviewed.
- https://patch.com/california/sanclemente/s/h2jvq/homeless-coronavirus-patients-to-be-quarantined-in-oc-hotels?utm_term=article-slot-2&utm_source=newsletter-daily&utm_medium=email&utm_campaign=newsletter

April 6, 2020

- By Ashley Ludwig, Patch staff writer
- <https://patch.com/california/lagunaniquel-danapoint/where-house-sick-homeless-laguna-woods-ayres-hotel-no-go>

Workflow Report, February 2020

Recreation	Marketing and Communications
AARP Smart Driver Marquee Flyer	2-7-20 Friday Eblast
Equestrian Flyer	2-6-20 Globe press releases
Health and Wellness Expo Flyer	2-14-20 Village Eblast
Aquatic Fitness Flyer Update	2-13-20 Globe Press Releases
Bazaar Flyer Update	2-21-20 Friday Blast
Club Expo 2020 Flyer	2-20-20 Globe Press Releases
Club President Survey Edit	Feb/Mar Village Breeze
Globe Ad Frankie Avalon	House Ad for 0102 Village Breeze
Garden Center NL	2-28-20 Friday Blast
Monthly Dinners Flyers	2-27-20 Globe press releases
Pour and Paint Flyers	Village Visit prep, execution, lessons learned
PAC Movie Night Posters	MACC activities report
Mardi Gras Flyers	
OLLI at UCI Lecture Series Fyers	Transportation
Penni Rubin Painting Class Update	March 2020 Transportation NL
Rabbi Blue Flyer	Update Website
Village Games 2020 Packet Review	Updated bus brochure
Spring Afternoon Tea Party	Updated fixed bus routes
St. Patrick's Dinner Flyers	
Timeless Melodies Flyers	Webmaster
Village Games 2020 Flyers	Posted 126 Items to the website
Woodshop Introduction Flyers	Village Television
iContact Emails	PPT presentations for director TV6 appearances
Entered 18 emails	Village Television guide
Security & Social Services	Maintenance/Construction
Found Property Log	GRF Project Log
Hearing/Memory Seminar Flyer	United Project Log
Good Neighbor Capitan Flyer Update	Correspondence edits M&C
EOP Employee Version Update SECURITY	Third Project Log
CPR Flyer Update	Club Events to Website
Board Relations	Posted 15 Events
CEO Update GRF	Human Resources
CEO Update United	Feb/Mar employee newsletter
CEO Update Third	Landscape
PPT presentations for various directors	Landscape Maintenance Schedules

Workflow Report, March 2020

Recreation	Marketing and Communications
Mat Pilates with Casey Chavez	3-6-20 Friday Eblast
Watercolor & Mixed Media with Kim	3-5-20 Globe press releases
Luau Dinner	3-13-20 Village Eblast
Easter at the Equestrian Center	3-12-20 Globe Press Releases
Kentucky Derby	3-20-20 Friday Blast
Father's Day Brunch	3-19-20 Globe Press Releases
Saturday Night Dance	Apr/May Village Breeze
Pour and Paint April	House Ad for 0304 Village Breeze
Penni Rubin Painting Class Update	3-27-20 Friday Blast
CH4 Jewelry Class	3-26-20 Globe press releases
Woodshop Flyers	Village Visit prep, execution, lessons learned
Board Relations	MACC activities report
CEO Update GRF	Village Television
CEO Update United	PPT presentations for director TV6 appearances
CEO Update Third	Updated Village Television media kit
PPT presentations for various directors	Business card redesign for Jon Noell
Transportation	Village Television guide
Update Website	Landscape
Updated bus brochure	Landscape Maintenance Schedules
Updated fixed bus routes	Trimming maps
Webmaster	iContact Emails
Posted 119 Items to the website	Entered 2,150 emails
Club Events to Website	Security & Social Services
Posted 13 Events	Found Property Log
Human Resources	EOP Employee Version Update SECURITY
Feb/Mar employee newsletter	Maintenance/Construction
	GRF Project Log
	United Project Log
	Correspondence edits M&C
	Asbestos flyer
	Third Project Log

iContact Report, February 2020

Date	Title	Contacts	Open	Bounce	No Info.	Clicks	Smartphone	Tablet	Computer	Unsubscribe	Complained
2/4/20	Garden Center NL	336	59.2%	0.0%	40.8%	35.0%	46.0%	9.0%	45.0%	0	0
2/7/20	What's Up	11,884	44.1%	0.6%	55.3%	21.0%	41.0%	10.0%	49.0%	4	0
2/14/20	What's Up	11,870	43.6%	0.7%	55.7%	20.0%	44.0%	10.0%	46.0%	7	2
2/19/20	Mulch Delivery Estimate	336	54.2%	0.0%	45.8%	3.0%	38.0%	9.0%	53.0%	0	0
2/21/20	What's Up	11,861	42.6%	0.6%	56.7%	17.0%	42.0%	10.0%	49.0%	6	0
2/21/20	Student Volunteer Day	336	47.9%	0.0%	52.1%	1.0%	45.0%	13.0%	42.0%	0	0
2/25/20	Recreation Events Calendar	11,587	35.5%	0.6%	63.9%	16.0%	45.0%	9.0%	45.0%	7	1
2/27/20	Easy Rider	11,556	37.9%	0.6%	61.5%	10.0%	45.0%	11.0%	44.0%	10	5
2/28/20	What's Up	11,737	41.9%	0.6%	57.5%	21.0%	42.0%	9.0%	49.0%	4	0
Averages										Totals	
			45.2%	0.4%	54.4%	16.0%	43.1%	10.0%	46.9%	38	8

iContact Report, March 2020

Date	Title	Contacts	Open	Bounce	No Info.	Clicks	Smartphone	Tablet	Computer	Unsubscribe	Complained
3/5/20	Employee Newsletter	306	49.7%	0.0%	50.3%	40.0%	5.0%	0.0%	95.0%	0	0
3/6/20	What's Up in the Village	11,839	45.0%	0.6%	54.4%	21.0%	44.0%	9.0%	47.0%	4	1
3/9/20	Coronavirus and Village Clubs	216	72.2%	2.3%	25.5%	13.0%	50.0%	3.0%	47.0%	0	0
3/12/20	COVID-19 Update	11,596	53.6%	0.6%	45.8%	3.0%	57.0%	6.0%	37.0%	4	2
3/12/20	COVID-19 and Clubs Update	221	72.4%	0.5%	27.1%	8.0%	45.0%	4.0%	51.0%	0	0
3/13/20	What's Up in the Village	11,737	52.0%	0.6%	47.4%	30.0%	46.0%	9.0%	45.0%	2	0
3/16/20	COVID-19 Update	11,739	54.8%	0.5%	44.6%	3.0%	51.0%	9.0%	40.0%	0	0
3/18/20	Tune in to Village Television	12,200	42.2%	0.6%	57.1%	1.0%	50.0%	11.0%	39.0%	5	2
3/18/20	All Open Houses Canceled Unti	507	42.8%	0.8%	56.4%	1.0%	59.0%	2.0%	38.0%	0	0
3/18/20	COVID-19 Update	11,888	52.8%	0.6%	46.7%	8.0%	53.0%	7.0%	39.0%	4	2
3/19/20	Sales/Leasing During COVID-19	497	45.9%	0.8%	53.3%	1.0%	57.0%	1.0%	41.0%	2	0
3/20/20	What's Up in the Village	11,840	54.0%	0.6%	45.4%	34.0%	43.0%	9.0%	48.0%	5	2
3/23/20	COVID-19 Update	11,862	55.6%	0.6%	43.8%	11.0%	53.0%	8.0%	39.0%	3	1
3/25/20	Resident Assessments/COVID-	16,133	58.3%	2.1%	39.6%	28.0%	51.0%	7.0%	41.0%	9	4
3/25/20	Message From Golf Staff	734	72.1%	1.5%	26.4%	1.0%	52.0%	9.0%	39.0%	1	1
3/27/20	What's Up in the Village	15,971	56.4%	0.9%	42.7%	33.0%	47.0%	8.0%	45.0%	11	4
3/30/20	COVID-19 Update	15,921	58.3%	0.6%	41.1%	5.0%	53.0%	8.0%	40.0%	10	2
Averages										Totals	
			55.2%	0.8%	44.0%	14.2%	48.0%	6.5%	45.4%	60	21

Docent Tours February 2020

Date	Guests	Residents	Visitors	Web	Friend	Agent	Other
Buyer Tour							
2/6/2020	18		18	8	1	0	9
2/20/2020	16	1	15	2	10	0	4
2/22/2020	13	0	13	2	6	0	5
Resident Tour							
2/13/2020	0	19	0	4	0		15
2/27/2020	0	17	0	0	0	0	17
Totals							
	47	37	46	16	17	0	50

Docent Tours March 2020

Docent Tours for March 2020							
Date	Guests	Residents	Visitors	Web	Friend	Agent	Other
Buyer Tour							
3/5/2020	17		17	1	3	0	13
Totals							
	17	0	17	1	3	0	13

New Resident Orientations Year to Date

United Mutual		
Date	Attendance	Director
Wednesday, January 8, 2020	20	Achrekar
Friday, February 7, 2020	16	Addington
Wednesday, March 11, 2020	11	Armendariz
Friday, April 3, 2020		Ardani
Wednesday, May 13, 2020		Bastani
Friday, June 5, 2020		Gilmore
Wednesday, July 8, 2020		Liberatore
Friday, August 7, 2020		Margolis
Wednesday, September 9, 2020		Randazzo
Friday, October 2, 2020		Skillman
Wednesday, November 11, 2020		Torng
Friday, December 4, 2020		
	47	
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		Karimi
Friday, May 15, 2020		McCary
Wednesday, June 17, 2020		Jarrett
Friday, July 17, 2020		Engdahl
Wednesday, August 19, 2020		Wayne
Friday, September 18, 2020		Mutchnick
Wednesday, October 21, 2020		Parsons
Friday, November 20, 2020		Jarrett
Wednesday, December 16, 2020		Gibson
	48	