



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

**Monday, June 21, 2021 – 1:30 p.m.  
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 three options

1. **Join the Zoom meeting at <https://us06web.zoom.us/j/82817619487>**
2. Email [meeting@vmsinc.org](mailto: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.
3. 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 – May 17, 2021**

**5. Chair's Remarks**

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

**Zoom link: <https://us06web.zoom.us/j/82817619487>**

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. Member comments are limited to three minutes.

**7. Director and Staff Responses to Member Comments**

**REPORTS:**

- 8. Media and Communications Report – Eileen Paulin**
- 9. Broadband Report – Paul Ortiz**

**ITEMS FOR DISCUSSION AND CONSIDERATION:**

- 10. Review and revise the Village website usage policy**
- 11. Broadband Pricing**

**ITEMS FOR FUTURE AGENDAS:**

**CONCLUDING BUSINESS:**

- 12. Committee Member Comments**
- 13. Date of Next Meeting – July 19, 2021, at 1:30 p.m.**
- 14. Adjournment**



OPEN MEETING  
THE GOLDEN RAIN FOUNDATION  
MEDIA AND COMMUNICATIONS COMMITTEE  
Monday, May 17, 2021, 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 Elsie Addington, Neda Ardani, Maggie Blackwell, Lynn Jarrett, Annie McCary and Ryna Rothberg; Advisors Theresa Frost, Tom Nash, Carmen Pacella, Lucy Parker and Juanita Skillman; Alternate Deborah Dotson

**MEMBERS ABSENT:** None

**OTHERS PRESENT:** Egon Garthoffner, Richard Rader and Doug Rook

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

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 April 19, 2021**  
Approved by unanimous consent.
5. **Chair's Remarks**  
Chair Milliman discussed the responsibilities of the Media and Communications Committee ensuring the accuracy of Village communications.

Chair Milliman reminded members of the three-minute time limit to discuss items not on the agenda.

**6. Member Comments (Items Not on the Agenda)**

None.

**7. Director and Staff Responses to Member Comments**

None.

**REPORTS:**

**8. Media and Communications Report – Eileen Paulin**

Ms. Paulin provided an update on the following:

- The final Village vaccination clinic on Saturday, May 15
- The large volume of phone calls and emails handled by the Media and Communications department
- The twice-monthly Manor Alterations newsletter
- Plans for next year to renovate and update the Laguna Woods Village website
- Plans to distribute a Village survey next year
- Working with The Broadband Group on recommendations from the report

**9. Broadband Update – Paul Ortiz**

Mr. Ortiz presented the first-quarter 2021 cable operations report, which included:

- Operating costs
- Non-assessment revenue
- Programming costs
- Franchise fees
- Net revenue and expenses

Mr. Ortiz' presentation also included the first-quarter 2021 Broadband Services operation report, which included internet, cable operation, Village television and Media Services.

He further discussed from his presentation expiring programming contracts report, pay subscription report and what future services may look like.

Mr. Ortiz took questions and comments, which included discussion on internet speeds and streaming.

**ITEMS FOR DISCUSSION AND CONSIDERATION:**

**10. Distribution of Publications by Non-Residents of Laguna Woods Village Policy**

Chair Milliman and the committee went over the Distribution of Publications by Non-Residents of Laguna Woods Village policy changes to be presented to the Golden Rain Foundation board of directors on June 1, 2021.

Director Addington moved that we accept the changes.

Discussion ensued.

Chair Milliman moved that "which shall be required to follow only Section 3: A, B and C of this policy" be stricken from the policy.

Director McCary seconded the motion to strike "which shall be required to follow only Section 3: A, B and C of this policy" from the policy.

The motion passed and there were no objections to amend the policy.

**11. Broadband Group Recommendations**

Ms. Paulin discussed working with The Broadband Group on:

- West Coast Internet contract
- Franchise tax fees
- The pros and cons of splitting nodes vs. fiber to the curb
- A five-year plan

A discussion on the advantages and disadvantages of cable vs. internet streaming ensued.

**12. Survey of Village Residents**

Ms. Paulin discussed a survey of Village residents as an initiative for next year.

**13. Town Halls With CEO Jeff Parker**

Ms. Paulin discussed resuming live town halls with CEO Jeff Parker, which were scheduled twice monthly prior to the pandemic. The plan is to bring those back.

**ITEMS FOR FUTURE AGENDAS:**

Mr. Ortiz will present a Broadband Services Fee Schedule for Services at next month's meeting.

**CONCLUDING BUSINESS:**

**14. Committee Member Comments**

Director Blackwell commented on transitioning to new technology and how that will take time and working together.

Advisor Nash commented on the Village survey and offered his services, having doctoral training on surveys.

Advisor Parker discussed COVID information on the Laguna Woods Village website and microsite.

Ms. Paulin mentioned laminating vaccination cards can cause the stickers to turn black and become unreadable. She advised taking a picture of vaccination cards but not laminating them.

Director Jarrett stated that this was one of the best meetings the committee has had this year with a lot of information sharing.

Director Addington stated it was a great meeting and appreciated all the patience with questions and comments.

Director Ardani stated it was a great meeting, very informative, and thanked everyone.

Director McCary stated it was a great meeting, informative, and thanked everyone.

Director Dotson thanked everyone, stated it was a good meeting and that change is inevitable.

Advisor Skillman stated that the April/May 2021 Village Breeze has a beautiful cover and good content inside. She requested extras be sent to the Village library.

Ms. Paulin stated that anyone who hasn't received their Village Breeze should email Ms. Rothrock at [Ellyce.Rothrock@vmsinc.org](mailto:Ellyce.Rothrock@vmsinc.org).

Director Rothberg stated it was a very informative meeting.

Advisor Frost thanked everyone for a good meeting and discussion.

**15. Date of Next Meeting – Monday, June 21, 2021, at 1:30 p.m.**

**16. Adjournment**  
3:28 p.m.

  
Joan Milliman, Chair  
Media and Communications Committee

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## STAFF REPORT

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**DATE:** June 21, 2021  
**FOR:** GRF Media and Communications Committee  
**SUBJECT:** Marketing and Communications Activities Report – May 2021

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### **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, 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 February 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 56 projects in May.** Additionally, **Media and Communications entered 79 email addresses into iContact in May,** and **posted 103 items on the website and microsite in May.**

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 May include:

- What's Up in the Village (Friday email blast): Four editions
- Weekly press releases for the Globe
- Manor Alterations Biweekly News Bulletin: Two editions
- Third Mutual election information; United Mutual informational bulletins/resolutions
- Notices regarding Garden Center and solar panel cleaning: Two 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. 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 May include:

- A Day of Remembrance (Memorial Day)
- Village Facility Hours This Memorial Day
- Car Washing and Overwatering
- Save the Date! (July 4 parade)
- May 28 Manor Alterations News Bulletin
- United Mutual Property Taxes and Reserve Borrowing
- Third Special Election Virtual Meeting
- GRF Announces Vacancy
- Watch Live Baseball at the Great Park
- Weekly TV6 Movie Schedule
- Coronavirus and Our Community
- Upcoming Meetings
- Recreation and Special Events Update
- Wednesday Yoga at Clubhouse 2
- Village Catalytic Converter Thief Foiled
- Ridding the Village of Garbage
- Latest Manor Alterations News Bulletin Available
- Monday Movies Series
- Village Bazaar Happens Soon!
- GRF Announces Vacancy
- Third Special Election Information Update
- Laundry Coin Program Ends May 20
- Cuisine Delivered for Less Than \$10 Per Meal
- How Do My Guests Enter the Village?
- Fall Prevention Virtual Lecture
- PAC Enhancement Update
- In the Event of Disaster
- GRF Saddened by Passing of Board Member Bert Moldow

- General Notice: Third Special Election
- Spring Virtual Dialogue Society Events
- Generation Bridges Springtime Origami

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

- Created Third special election ad for the Globe
- Updated Third website with special election information
- Edited and proofed Third election documents
- Reviewed GRF board applicant package
- Finalized online copy/content for Village golf website ForeUp
- Revised and expanded Board of Directors handbook
- Revised and formatted the Distribution of Publications by Non-Residents of Laguna Woods Village Resolution
- Produced TV6 appearance slides for Cush Bhada
- Sent United information bulletin, resolution email to realtors
- Edited and formatted Security bicycle registration forms
- Provided edits to ForeUp developer for Recreation
- Created Recreation leader recruitment flyer
- Produced PowerPoint deck for Chris Laugenour, General Services
- Designed budget calendar for Finance
- Redesigned The Towers ad for the June/July Village Breeze
- Produced PowerPoint deck for Carlos Rojas, Security
- Produced PowerPoint deck for United Board Director Neda Asgari
- Produced PowerPoint deck for GRF Board Director Maggie Blackwell
- Provided CEO updates for GRF, Third and United
- Proofed Monday meeting memo weekly
- Drafted CEO document correspondence
- Produced two news bulletins for Manor Alterations
- Produced iContact messaging for Third special election
- Redesigned Move In/Move Out flyer for Resident Services
- Posted agendas, agenda packets and reports to website for various departments
- Posted events and updates to the website for various Village clubs
- Posted monthly resale reports for Third and United mutuals
- Posted Maintenance and Landscaping updates to website
- Provided letter replies to the Globe for Recreation
- Proofed and posted Village Television guide and movie schedule
- Coordinated GRF Media and Communications Committee agenda, report and meeting
- Compiled Google Analytics reports for executive analyst
- Posted "This Day" television broadcasts to microsite daily
- Updated Village club contacts listing on website
- Addressed resident requests for "What's Up in the Village" email subscriptions
- Posted regular updates on Facebook

Tasking Completed by Village Television (TV6) in May:

- “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 was on air weekly
- Message board was updated daily with important community information
- Movies for residents’ enjoyment aired each Monday, Friday and Saturday; with and without closed captioning
- Village Television Guide posted online and program descriptions on the Rovi Digital Guide
- Special exercise classes for residents were broadcast every day of the week
- Co-produced one public service announcement
- Converted the city channel from analog to high definition

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, May 2021**

<b>Village Television</b>	<b>Media and Communications</b>
This Day live six days a week	Worked on June/July Village Breeze
CEO Jeff Parker on air weekly	Distribution of Publications resolution
Message boards updated daily	Worked on May/June employee newsletter
Movies Mondays, Fridays, Saturdays	Redesigned The Towers ad for Village Breeze
TV6 guide, movies/meetings schedule	05/06 Globe press releases
Special daily exercise classes for residents	05/07 Friday eblast
Co-produced public service announcement	05/13 Globe press releases
Converted city channel to high definition	05/14 Friday eblast
<b>Webmaster</b>	05/20 Globe press releases
Posted club events, updated contacts	05/21 Friday eblast
Posted 103 items to the website	05/27 Globe press releases
<b>Recreation</b>	05/28 Friday eblast
Village golf website (ForeUp) copy/content	Email subscriber list maintenance
ForeUp edits to developer	Daily microsite posting of This Day broadcast
Leader recruitment flyer	Monthly proofing, posting TV, movie guides
Letter replies to the Globe	Mail Village Breeze to residents nondelivered
Correspondence	Google Analytics reports
<b>Maintenance &amp; Construction</b>	Village-wide signage
Produced two MA news bulletins	MACC activities report, agenda, minutes
Correspondence	Proofing Monday Memo
<b>Landscaping Services</b>	Regular Facebook posting
Landscape Maintenance Schedules	<b>Board Relations</b>
<b>Social Services</b>	CEO Updates: GRF, Third, United
Brochure update	TV6 talking points for various directors
<b>Security Services</b>	GRF board applicant package review
Bicycle registration forms editing/formatting	Third special election ad for the Globe
PPT deck for department director	Third election documents
<b>General Services</b>	Third special election email blast messaging
PPT deck for department director	Third election updates for webpage
<b>Finance</b>	United information bulletin/resolution email
Budget calendar design	Revised/expanded director handbook
<b>Resident Services</b>	CEO correspondence
Move In/Move Out flyer	PPT presentations for various directors
Resident correspondence emails	<b>Sales and Leasing</b>
Fielding resident requests related to Media	Posted monthly real estate sales reports

### iContact Report, May 2021

Date	Title	Contact	Open	Bounce	No Info	Clicked	Smartphone	Tablet	Computer	Unsubscribe	Complain	
05/07/21	What's Up in the Village	18,077	49.1%	0.4%	50.5%	27%	49%	6%	45%	35	3	
05/14/21	Manor Alterations Biweely News Bulletin	79	49.4%	0.0%	50.6%	18%	22%	0%	78%	0	0	
05/14/21	What's Up in the Village	18,046	50.2%	0.3%	49.5%	28%	53%	5%	42%	37	1	
05/17/21	Informational Bulletins and Resolutions for United Mutual	319	43.9%	1.9%	54.2%	24%	38%	1%	61%	0	0	
05/18/21	Notice: Solar Panel Cleaning 5/20 through 5/22	400	55.5%	0.3%	44.3%	0%	74%	8%	18%	0	0	
05/18/21	Notice of Shed Demo and Gathering Area Beautification Next Week	199	70.4%	0.0%	29.6%	0%	51%	4%	45%	1	0	
05/19/21	Third Special Election Town Hall Friday, May 21	4,205	52.3%	0.4%	47.3%	2%	44%	6%	50%	3	1	
05/21/21	What's Up in the Village	18,027	50.1%	0.3%	49.6%	32%	52%	5%	43%	26	2	
05/28/21	Manor Alterations Biweely News Bulletin	80	43.8%	0.0%	56.3%	13%	27%	0%	73%	0	0	
05/28/21	Friendly Reminder of Conduct While Using Pools/ Hot Pools	228	75.4%	0.9%	23.7%	0%	69%	5%	26%	0	0	
05/28/21	What's Up in the Village	17,997	49.3%	0.3%	50.4%	28%	51%	6%	43%	26	2	
					Averages						Totals	
			53.6%	0.4%	46.0%	16%	48%	4%	48%	128	9	

**New Resident Orientations Year to Date**

**United Mutual**

<b>Date</b>	<b>Attendance</b>	<b>Director</b>
Wednesday, January 13, 2021	20	Addington
Friday, February 05, 2021	22	Addington
Wednesday, March 10, 2021	15	Addington
Friday, April 02, 2021	12	Addington
Wednesday, May 12, 2021		
Friday, June 04, 2021		
Wednesday, July 14, 2021		
Friday, August 06, 2021		
Wednesday, September 08, 2021		
Friday, October 01, 2021		
Wednesday, November 10, 2021		
Friday, December 03, 2021		
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**Third Mutual**

<b>Date</b>	<b>Attendance</b>	<b>Director</b>
Friday, January 15, 2021	18	McCary
Wednesday, February 17, 2021	17	Mutchnick
Friday, March 19, 2021	12	Rane-Szostak
Wednesday, April 21, 2021	10	Dotson
Friday, May 21, 2021		
Wednesday, June 16, 2021		
Friday, July 16, 2021		
Wednesday, August 18, 2021		
Friday, September 17, 2021		
Wednesday, October 20, 2021		
Friday, November 19, 2021		
Wednesday, December 15, 2021		
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## STAFF REPORT

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**DATE:** May 17, 2021  
**FOR:** GRF Media and Communications Committee  
**SUBJECT:** Broadband Services Update

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### **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 and contract renewals.

### **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. Paul Ortiz, General Manager for Broadband Services, will provide updates on an ongoing basis.

### **FINANCIAL ANALYSIS**

None

**Prepared By:** Susan Logan-McCracken, Communications Specialist

**Reviewed By:** Eileen Paulin, Director of Media and Communications; Paul Ortiz, General Manager of Broadband Services

### **ATTACHMENTS(S)**

- i. Subscriber Counts

**Subscriber Counts  
 May 2020 - May 2021**

	MAY	JUN	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY
<b>Subscriber Counts</b>													
Digital Subscribers	6812	6815	6812	6812	6812	6829	6853	6841	6828	6830	6816	6788	6781
<b>Set-Top Boxes</b>													
DVR's	5756	5749	2736	5740	5736	5718	5715	5683	5661	5661	5618	5593	5567
Standard	26	1	1	1	1	0	0	0	0	0	0	0	0
HD Standard's	2045	2043	2043	2037	2027	2026	2024	2011	2001	2001	1988	1957	1929
TiVo MG2's	443	452	455	468	476	487	506	520	524	524	548	551	548
TiVo Qi3's	467	472	472	476	481	494	510	525	533	533	548	548	546
DTA's	332	332	332	305	210	202	202	202	195	195	194	168	81
HD Converter's	1677	1709	1709	1721	1745	1763	1799	1806	1827	1827	1856	1869	1909
<b>Pay-TV</b>													
HBO	860	859	859	847	842	839	842	833	815	803	800	785	776
Cinemax	115	116	116	116	117	112	110	110	111	112	111	114	110
Showtime	430	426	426	414	411	417	411	417	411	405	403	394	386
Starz/Encore	293	289	289	278	277	280	280	277	273	271	273	269	266
PBC	18	19	19	17	17	18	17	15	18	18	17	17	15
<b>International Ch.</b>													
TV Asia	1	1	1	1	1	1	1	1	1	1	2	2	2
CTI-Zhong Tian	14	14	14	15	15	14	14	14	14	14	14	14	14
The Filipino Channel	40	39	39	35	34	33	31	31	30	30	30	28	27
CCTV4	8	8	8	8	8	8	8	8	8	8	8	8	8
Channel One Russia	10	10	11	10	10	9	11	9	9	9	9	9	9
tvK	11	11	11	12	11	11	11	11	10	10	10	9	9
TV5Monde	24	24	26	26	25	25	25	25	25	25	25	25	25
RAI Italia	9	9	9	9	9	9	9	10	11	11	10	10	10
TV Japan	51	53	54	54	55	55	55	55	56	57	58	60	59
Total International	168	169	173	170	168	165	165	164	164	165	166	165	163
<b>High Speed Data</b>													
High Speed Data	10217	10241	10271	10303	10350	10364	10401	10463	10446	10491	10510	10570	10466