



OPEN MEETING

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

**Monday, November 21, 2022 - 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 Access Code: 828-1761-9487.
2. Submit comments or questions via email to 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 October 17, 2022
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 – Eileen Paulin
8. Broadband Ad Hoc Committee Report – Eileen Paulin
9. Website Ad Hoc Committee Report – Ellyce Rothrock
10. Broadband Services Report – Paul Ortiz

Items for Future Agendas:

- TBD

Concluding Business:

- Committee Member Comments
- Date of Next Meeting: Monday, December 19, 2022, 1:30 p.m.
- Adjournment

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

Joan Milliman, Chair
Eileen Paulin, Staff Officer
Telephone: 949-268-2020

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OPEN MEETING

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

**Monday, October 17, 2022 – 1:30 p.m.
Board Room / Virtual Hybrid Meeting**

REPORT

Members Present: Chair Joan Milliman; Directors Maggie Blackwell, James Cook, Juanita Skillman; Advisors Carmen Pacella, Lucy Parker

Members Absent: Directors Annie McCary, Ryna Rothberg; Advisors Theresa Frost, Lynn Jarrett, Tom Nash

Others Present: Bunny Carpenter

Staff Present: Eileen Paulin, Susan Logan-McCracken

1. Call to Order

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

2. Acknowledgement of Media

None present.

3. Approval of Agenda

Approved by unanimous consent.

4. Approval of Report for September 19, 2022

Approved by unanimous consent.

5. Chair's Remarks

Chair Milliman welcomed everyone in attendance and stated that a special closed session will take place in the Sycamore Room following this open meeting and a short recess.

6. Member Comments

None.

Items for Discussion

7. Media and Communications Report – Eileen Paulin

Ms. Paulin asked the committee if they had any questions on the Media and Communications Activities Report.

Ms. Paulin stated that Paul Ortiz received an Employee Excellence Award and that the awards ceremony is occurring during this meeting. However, he could not be here today because he was attending an industry conference. He has done an outstanding job in stepping into the Broadband Services general manager role.

Ms. Paulin discussed the board training on November 18.

Director Skillman asked whether the number of prospective residents in attendance on the docent tours included new residents. A discussion ensued that they are mostly prospective residents but some new residents may be included in that number if spaces on the tour buses are available.

Director Cook asked about the change in time from 4:30 to 5 p.m. on the October 19 Third Mutual new resident orientation. Staff confirmed that the time changed for this new resident orientation only. The October 20 docent tour starts at 9 a.m. in the Elm Room.

8. Broadband Ad Hoc Committee Report – Eileen Paulin

Ms. Paulin discussed the upcoming meeting following MACC in the Sycamore Room. She reported that in the last meeting The Broadband Group (TBG) gave a presentation on their work in the past 18 months. TBG's financial analyst will join today's meeting.

9. Website Ad Hoc Committee Report – Eileen Paulin

Ms. Paulin reported that we're waiting on the RFP to move forward and that we received great feedback from the focus groups on the website, which she will present at the VMS board meeting on November 2.

10. Broadband Services Report – Eileen Paulin

Ms. Paulin highlighted from the Subscriber Counts report:

- Internet use has been growing and in September 2022 increased to 10,896 subscribers.
- Premium channel subscriptions are continuing to decline.
- Foreign language channels are up.

She also discussed the positive feedback from residents regarding Broadband Services technicians and customer service.

Items for Future Agendas

Status of expanding docent tours to Saturdays

Concluding Business

Committee Member Comments

None

Date of Next Meeting – Monday, November 21, 2022, at 1:30 p.m.

Adjournment

Chair Milliman adjourned the meeting at 1:52 p.m.

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

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STAFF REPORT

DATE: November 17, 2022
FOR: GRF Media and Communications Committee
SUBJECT: Media and Communications Activities Report – October 2022

RECOMMENDATION

Review Media 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 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 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 76 projects in October. Media and Communications subscribed 83 email addresses into iContact and posted 84 items to the website in October.

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 October include:

- Village Breeze: October/November 2022 edition
- What's Up in the Village (Friday email blast): Four editions
- Weekly press releases for the Globe: Four weeks
- Third Mutual email blasts: Three editions
- Garden Center email blasts: Two editions
- Swimming pool update email blast: One edition
- Carport cleaning email blasts: Three editions
- Various announcements email blasts (earthquake drill, organics recycling, online security): Three 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. Residents can choose specific communications and opt out of others they prefer not to receive. Media and Communications also sends email communications to VMS employees and directors on each of the boards.

Key messages that Media and Communications delivered in October include:

- November Bonanza Coming Soon
- Honoring Veterans
- Giving Thanks
- Political Stumping in the Village
- Call for VMS Board Candidates
- Call for United Mutual Board Candidates
- Call for Third Mutual Board Candidates
- United Mutual Board Elects Officers
- Third Board Officer Update
- New October/November Village Breeze
- Halloween Hoedown 2022
- Construction Open House Details
- Simple Ways to Stay Informed
- Prost at Oktoberfest
- Tennis Courts Update
- Buy NYE Tickets Now
- SB 326 Requires Balcony, Walkway Inspections
- Wildlife and Our Community
- Town Hall for New Fire Station
- Choose a Different (Golf Cart) Path
- AARP Smart Drive Course
- TV6 Weekly Featured Movies
- Village Meeting Calendar

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

- Organized, coordinated and hosted two resident focus groups in October (two in September)
- Designed full-page November Bonanza ad for the Globe for Recreation
- Produced PowerPoint decks for various board directors
- Produced PowerPoint decks for CEO and various department directors
- Created Veterans Day flyer for Recreation
- Updated and posted pool maintenance schedule for Recreation
- Produced volunteer luncheon flyer
- Produced scarecrow contest flyers for Recreation
- Produced new bus rider flyers for General Services
- Created November Paint and Pour marketing materials for Recreation
- Produced Paul Matheis VMS update for November 11 (Veterans Day)
- Created Maintenance and Construction open house flyer
- Produced Thanksgiving buffet marketing materials for Recreation
- Formatted and proofed Equestrian Center operating rules and boarder contract
- Created Performing Arts Center hours signage and marquee flyer for Recreation
- Created Oktoberfest flyers for Recreation
- Produced AARP refresher course marketing materials for Recreation
- Took photos at Employee Excellence Awards
- Finalized 2023 docent tour schedule
- Produced end-of-year presentations for GRF and Third Mutual
- Produced VMS board PowerPoint presentations for board meetings
- Revised Board of Directors Handbook
- Helped various clubs build and rebuild their websites
- Posted updated litigation reports and letters
- Updated website with board member updates
- Worked on Manor Alterations webpage in time for construction open house
- Gave staff website access and training to post documents
- Edited, formatted and proofed various letters, notices and such for all departments
- Posted 12 resales documents for Third Mutual and United Mutual
- Posted various club events for Village clubs
- Posted weekly projected schedules for Landscaping Services
- Edited and posted Village Television programming and movie guides
- Created regular Facebook posts
- Created agenda, packet materials and report, and organized Media and Communications Committee open and closed meetings
- Organized Broadband Ad Hoc Committee meetings
- Proofed weekly upcoming meetings documents
- Created numerous tennis court, fitness center and other signs for Recreation

Tasking completed by Village Television (TV6) in October:

- "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/GM Siobhan Foster or VMS directors appear on Village Television weekly

Golden Rain Foundation of Laguna Woods
Media and Communications Committee
November 21, 2022

- The popular "Trading Post" is on the air Monday and Wednesday at 10 a.m. and 5:30 p.m.
- The message board is updated daily with important community information
- Movies for residents' enjoyment are broadcast each Monday, Friday and Saturday; with closed captioning
- The Village Television guide is posted online and program descriptions are included on the digital guides
- Special exercise classes for residents are broadcast daily
- Produced Orange County Fire Authority interview with Lisa Hart and Captain Steve Concialdi
- Produced a number of City Council meetings for the City of Laguna Woods
- Produced a new "Writers and Readers" show with Charlie Redner
- Producing a new dance show with Laura Fremont
- Produced three commercials for the cable network advertisers
- Produced nine segments for the cable network advertisers
- Produced "Let's Talk Tech" with Debbie Dotson, "Tales from the Woods, and "Did You Know?"
- Produced over 25 hours of governance meetings
- Village Television broadcasts over 2,000 minutes of original content each month

New Resident Orientations

New resident orientations occur once a month for each mutual. These charts show the number of new residents in attendance year to date.

United Mutual

Date	Attendance	Director
Wednesday, January 12, 2022	CANCELED	
Friday, February 04, 2022	14	Pacella
Wednesday, March 9, 2022	21	Pacella
Friday, April 1, 2022	13	Pacella
Wednesday, May 11, 2022	20	Pacella
Friday, June 3, 2022	CANCELED	
Wednesday, July 13, 2022	28	Pacella
Friday, August 5, 2022	19	Pacella
Wednesday, September 7, 2022	17	Pacella
Friday, October 7, 2022	CANCELED	
Wednesday, November 9, 2022		
Friday, December 2, 2022		
	132	

Third Mutual

Date	Attendance	Director
Friday, January 21, 2022	12	Jarrett
Wednesday, February 16, 2022	10	Rane-Szostak
Friday, March 18, 2022	17	Mutchnick
Wednesday, April 20, 2022	15	McCary
Friday, May 20, 2022	9	Rane-Szostak
Wednesday, June 15, 2022	8	Laws
Friday, July 15, 2022	CANCELED	
Wednesday, August 17, 2022	29	McCary
Friday, September 16, 2022	18	Rane-Szostak
Wednesday, October 19, 2022	18	Laws
Friday, November 18, 2022		
Wednesday, December 21, 2022		
	136	

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 who wish to become familiar with the community, amenities and history. The chart below shows the number of prospective and new residents who attended the docent tours in October.

Date	Attended
Thursday, October 13	14
Thursday, October 20	6
Thursday, October 27	14
Total	34

FINANCIAL ANALYSIS

None

Prepared By: Susan McCracken, Media and Communications Associate

Reviewed By: Eileen Paulin, Director of Media and Communications
Ellyce Rothrock, Supervisor of Media and Communications
Paul Ortiz, General Manager of Broadband Services

Workflow Report, October 2022

Village Television	Media and Communications
Orange County Fire Authority Lisa Hart interview	Organized, planned and hosted two focus groups
"This Day" live six days a week with two rebroadcasts	October/November Village Breeze print and digital
CEO/GM Siobhan Foster on air weekly	10/13 docent tour
Trading Post on air Monday, Wednesday	10/20 docent tour
Message boards updated daily	10/27 docent tour
Movies Mondays, Fridays, Saturdays	10/6 Globe press releases
Producing new dance show with Laura Fremont	10/13 Globe press releases
TV6 guide, movies/meetings schedule	10/20 Globe press releases
Special daily exercise classes for residents	10/27 Globe press releases
Produced City Council meetings for the City	10/7 Friday email blast
Produced Rebeca Gilad "Did You Know?" show	10/14 Friday email blast
Produced three commercials for cable advertisers	10/21 Friday email blast
Produced nine segments for cable advertisers	10/28 Friday email blast
Produced "Let's Talk Tech" with Debbie Dotson	Two Powerpoint decks for Broadband Services
Produced "Tales From the Woods" show	Email subscriber list maintenance
Produced new "Writers and Readers" show	Mail Village Breeze to residents nondelivered
Produced over 25 hours of governance meetings	MACC activities report, agenda, minutes
Broadcasted over 2,000 minutes of original content	Finalized 2023 docent tour schedule
Recreation	Broadband Ad Hoc Committee meeting
Paint and Pour flyer	Proofing weekly board/committee meeting schedule
November Bonanza full-page Globe ad, flyer	Regular Facebook posting
Pool 5 boiler email blast	Board Relations
Veterans Day flyer	GRF end-of-year PowerPoint presentation
Volunteer luncheon flyer	Third end-of-year PowerPoint presentation
Scarecrow contest flyer and email blast to gardeners	Three Third Mutual email blasts
Garden Center newsletter	Worked on board director handbook
Thanksgiving buffet marketing materials	TV6 PowerPoint decks for board directors
Oktoberfest flyers	10/19 Third new resident orientation
Equestrian Center operating rules/boarder contract	Posted GRF, Third, United litigation letters, reports
Performing Arts Center hours signs, flyer	VMS PowerPoint presentation for United Board
AARP refresher course marketing materials	VMS PowerPoint presentation for Third Board
Updated, posted pool maintenance schedule	VMS PowerPoint presentation for GRF Board
Fitness Center signage	CEO Updates: GRF, Third, United
Tennis courts signage	CEO correspondence
Recreation webpage updates	CEO TV6 PowerPoint decks
Landscaping Services	Webmaster
Weekly Landscape Maintenance Schedules	Posted club events
Maintenance & Construction	Rebuilt Astronomy Club website
Open house flyer	Life After Life Club website build
Manor Alterations webpage updates for open house	Updated club website information, trained webmasters
General Services	Posted 84 items to the website
New bus rider flyers, letters	Human Resources
Information Services	Director PowerPoint presentation
Posted monthly real estate sales reports	Photographed Employee Excellence Awards

iContact Report, October 2022

Date	Title	Contact	Open	Clicks	No Info	Bounce	Smartphone	Tablet	Computer	Unsubscribe	Complain	
10/28/22	What's Up in the Village	17,005	52.48%	32.45%	46.67%	0.84%	31%	6%	62%	11	0	
10/24/22	Garden Center Newsletter Fall 2022	517	71.76%	55.53%	27.85%	0.39%	27%	12%	60%	0	0	
10/21/22	What's Up in the Village	17,020	52.16%	33.73%	47.08%	0.76%	32%	8%	61%	7	2	
10/21/22	No Hot Water for Pool 5 Showers	216	61.11%	0.00%	37.50%	1.39%	15%	5%	80%	0	0	
10/20/22	Carport Cleaning Notice	1,266	69.75%	50.06%	29.38%	0.87%	43%	1%	56%	1	0	
10/19/22	From the President of Third: Important Information for Dog Owners	4,226	65.43%	0.90%	34.24%	0.33%	35%	8%	57%	3	0	
10/19/22	2022 Great California ShakeOut Earthquake Drill Is Thursday	16,745	50.20%	2.17%	49.33%	0.47%	30%	6%	63%	11	1	
10/14/22	Online Security Message from VMS	17,043	57.45%	0.00%	41.95%	0.60%	37%	8%	55%	10	2	
10/14/22	What's Up in the Village	17,052	53.20%	40.95%	46.29%	0.51%	32%	7%	61%	8	3	
10/12/22	Carport Cleaning Notice	1,691	72.68%	57.12%	25.01%	2.31%	34%	7%	60%	1	1	
10/12/22	Carport Cleaning Notice	2,521	73.94%	56.97%	24.00%	2.06%	37%	8%	56%	3	1	
10/12/22	From the President of Third: What's Going on With Our Lawns?	4,225	65.54%	2.64%	34.06%	0.40%	28%	6%	66%	3	1	
10/07/22	What's Up in the Village	17,065	52.89%	40.56%	46.56%	0.55%	30%	10%	60%	8	0	
10/06/22	Calling All Gardeners to Participate in a Scarecrow Contest	518	69.69%	0.00%	30.12%	0.19%	22%	7%	71%	1	0	
10/05/22	Organics Recycling Pilot Program for Gate 11	354	74.58%	0.00%	23.73%	1.69%	17%	13%	70%	0	0	
10/05/22	From the President of Third: A Few Updates Regarding Third Mutual	4,226	65.38%	0.90%	34.19%	0.43%	27%	10%	64%	5	0	
		Total	Averages								Totals	
		121,744	63.02%	23.37%	36.12%	0.86%	30%	8%	63%	72	11	

STAFF REPORT

DATE: November 21, 2022
FOR: GRF Media and Communications Committee
SUBJECT: Broadband Services Report

RECOMMENDATION

Receive and file the report.

BACKGROUND

The Broadband Services Division oversees the operations of the community's fiber optic cable network, Village Television, Media Services 55, cable advertising and high-speed internet services.

DISCUSSION

Please see attachment.

FINANCIAL ANALYSIS

None

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

Reviewed By: Ellyce Rothrock, Media and Communications Supervisor

Paul Ortiz, Broadband Services General Manager

Committee Routing: GRF Media and Communications Committee

ATTACHMENT(S)

- i. **Subscriber Counts**
- ii. **Arts & Entertainment Network**

Subscriber Counts, October 2022

Subscriber Counts	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	YOY
Village TV YouTube	2,141	2,170	2,219	2,278	2,310	2,337	3,180	3,183	3,191	3,515	3,734	3,743	3,775	43.28%
Broadband Services														
DIGITAL Households	6,903	6,902	6,890	6,897	6,877	6,852	6,824	6,800	6,786	6,749	6,726	6,726	6,703	-2.98%
SERVICE CALLS	292	266	262	295	273	284	267	238	259	244	254	245	241	-21.16%
Set-Top Boxes														
HD Standard 062	1,411	1,401	1,402	1,407	1,413	1,419	1,424	1,427	1,423	1,424	1,424	1,421	1,428	1.19%
DVR's 063	3,723	3,711	3,695	3,692	3,688	3,661	3,640	3,619	3,605	3,573	3,566	3,557	3,543	-5.08%
HD DTA's 064	1,491	1,493	1,481	1,462	1,444	1,426	1,410	1,396	1,379	1,362	1,338	1,327	1,321	-12.87%
TiVo MG2 065	619	632	644	666	666	674	675	689	704	714	716	725	729	15.09%
TiVo Q3 067	442	451	460	474	474	478	480	486	497	501	504	509	516	14.34%
Cable Card 111	180	180	180	180	179	180	179	179	178	178	179	174	175	-2.86%
DTA-Digital to Analog 112	73	72	72	71	71	72	71	71	69	67	67	67	65	-12.31%
Premium Movie Channels														
Cinemax	107	106	104	102	98	94	93	93	92	91	89	86	86	-24.42%
HBO	724	706	698	688	684	675	670	662	654	647	648	639	631	-14.74%
Showtime	353	352	351	345	338	330	335	330	328	325	320	320	310	-13.87%
Starz/Encore	239	240	238	233	231	239	237	230	227	218	211	209	209	-14.35%
Playboy	17	17	16	16	15	15	15	15	15	15	14	15	16	-6.25%
International Pay TV														
TV Asia	2	2	2	1	1	1	1	1	1	1	1	1	1	-100.00%
CTI-Zhong Tian	12	12	12	12	12	12	12	12	13	13	13	13	13	7.69%
Fillipino Channel	25	25	25	24	23	23	24	25	25	26	27	27	24	-4.17%
TV5 Monde	21	19	19	19	19	19	19	20	19	19	17	17	17	-23.53%
CCTV4	8	8	8	8	8	7	7	7	7	7	7	7	7	-14.29%
TVKorea	11	10	10	9	9	9	9	8	7	8	9	8	7	-57.14%
RAI Italia	12	11	12	13	14	12	12	12	12	11	11	11	10	-20.00%
TV Japan	60	60	61	60	60	60	60	59	59	59	60	59	58	-3.45%
High Speed Internet														
15Mbps/3Mbps	4284	4265	4259	4247	4221	4191	4158	4129	4102	4069	4013	4024	4014	-6.73%
30Mbps/3Mbps	2735	2731	2751	2775	2784	2801	2815	2808	2804	2824	2828	2846	2869	4.67%
50Mbps/5Mbps	1886	1900	1929	1960	1990	1994	2008	2013	2013	2029	2046	2043	2041	7.59%
100Mbps/10Mbps	1716	1748	1789	1825	1851	1865	1880	1897	1920	1946	1967	1983	1999	14.16%
Internet Total	10,621	10,644	10,728	10,807	10,846	10,851	10,861	10,847	10,839	10,868	10,854	10,896	10,923	2.76%

STAFF REPORT

DATE: November 21, 2022
FOR: Media & Communication Committee
SUBJECT: Arts & Entertainment Networks

RECOMMENDATION

Report and File

BACKGROUND

The Golden Rain Foundation of Laguna Woods is a participating member in the NCTC–A&E Networks agreement, which expires at the end of this year on December 31, 2022. The agreement includes all of the A&E networks—A&E, History, Lifetime, Lifetime Movie Network, FYI, Vice TV, Crime and Investigation, and Military History. The NCTC has been negotiating a renewal agreement with A&E for several months and have made good progress. At this time, the NCTC anticipates an agreement will be reached on a renewal with reasonable terms. Given the current agreement was negotiated in 2013, the NCTC will be completing a new updated long-form agreement, which could take until close to the end of the year. While the renewal is still in negotiation, the NCTC feels confident that carriage will remain status quo with no new distribution or carriage obligations and the annual rate increases should be less than 4%.

DISCUSSION

The current Arts & Entertainment channel lineup is:

Channel	Networks		
72	A&E SD	472	A&E HD
176	Crime and Investigation HD		
172	FYI HD		
66	History SD	466	History HD
65	Lifetime SD	465	Lifetime HD
104	Lifetime Movie HD		
175	Military History HD		
173	Vice HD		

FINANCIAL ANALYSIS

The annual rate is projected to increase by 4%.

Prepared By: Paul Ortiz

Reviewed By: Ellyce Rothrock, Media and Communications Supervisor

Golden Rain Foundation of Laguna Woods
Media and Communications Committee
November 21, 2022

Committee Routing: Media & Communication Committee

ATTACHMENT(S)