



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

**Monday, January 17, 2022 – 1:30 p.m.
Virtual Meeting**

REPORT

Members Present: Chair Joan Milliman; Directors Deborah Dotson, Juanita Skillman, James Cook, Annie McCary, Maggie Blackwell and Ryna Rothberg; Advisors Tom Nash, Carmen Pacella and Lucy Parker; Alternate Lynn Jarrett

Members Absent: Director Neda Ardani; Advisor Theresa Frost

Others Present: Bunny Carpenter, Egon Garthoffner, Ira Lewis, Richard Rader

Staff Present: Eileen Paulin, Ellyce Rothrock, Susan Logan-McCracken

1. Call to Order

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 November 17, 2021

Director McCary pointed out that text was missing under Chair Milliman's signature. With this corrected, the report was approved by unanimous consent.

5. Chair's Remarks

Chair Milliman welcomed the committee members who attended the meeting virtually via Zoom.

6. Member Comments

Ms. Rothrock read one emailed comment from United Mutual member Dan Kenney, who inquired about including KTLA television in Village Television's channel listings, as it is one of the primary local programming stations in the greater Los Angeles area and one to which Southern California locals are accustomed.

Ms. Paulin responded that she will forward this comment to Broadband Services General Manager Paul Ortiz to review and respond.

Items for Discussion

7. Media and Communications Report - Eileen Paulin

Highlights from the Media and Communications report include:

- The December 2021/January 2022 issue of the Village Breeze is out.
- The “What’s Up in the Village” e-newsletter open rate climbed from one-third to two-thirds of the Village.
- The Media and Communications Department is working with the Globe on a feature story on Village Management Service’s new CEO.
- The Manor Alterations biweekly news bulletin continues to go well.
- The board training video has been re-released and is available on the website’s GRF, Third Mutual and United Mutual documents webpages. It also can be accessed by [clicking here](#).
- At the request of the docents, docent tours have been canceled until the indoor mask mandate is lifted.
- New resident orientations are going virtual, beginning with the one on Friday.

8. The Broadband Group Update - Eileen Paulin

Ms. Paulin gave an update on meetings with The Broadband Group (TBG) consultant.

9. Broadband Services Report - Eileen Paulin

Ms. Paulin summarized the 2022 Realignment of Cable Channels staff report that was included in the agenda packet. This initiative aims to save money by removing duplicate channels.

Director Cook raised the question about whether removing duplicate channels from different time zones would affect the ability to record programming from an earlier time zone. This question will be forwarded to Mr. Ortiz.

Highlights from the Broadband Services report include:

- 2021 cable operations
- 2021 Broadband Services operations
- Contracts coming up in 2022
- Premium movie channels
- Broadband subscriber counts
- Programming contracts forecast
- Internet subscriptions

Director Skillman mentioned that some residents lack awareness of TV6 access. She suggested communication efforts to let residents know that the channel is available to them and how to access it. A discussion ensued.

Director Dotson mentioned that a lot of new residents are just streaming. She suggested mentioning in the new resident orientations that residents have access to TV6 through the cable

that comes out of a wall in their units. The other option is to watch programming on the Village Television YouTube channel.

Ms. Paulin addressed Director Rothberg regarding the Towers' participation in the Transportation Informational meeting broadcast on January 21. A discussion ensued. Ms. Paulin stated she would reach out to Towers management to engage residents and instruct them to send questions prior to the broadcast.

Richard Rader suggested emailing questions ahead of time to eliminate duplicate questions. Director Skillman concurred that there are a lot of duplicate questions asked at meetings. Chair Milliman added that sometimes questions come up during the presentation.

New Business

Community Survey

Ms. Paulin mentioned that she will meet with the CEO and COO regarding the community survey.

Advisor Nash stated that survey research was part of his doctoral studies and he would like to participate. Ms. Paulin requested he join the group. Chair Milliman stated she would like to be involved if possible. Director Rothberg requested to be included in the survey meeting.

Items for Future Agendas

Focus groups for website

Ms. Paulin envisioned these focus groups to be small—around 10 to 12 people. One initiative for the website is to organize a good deal of resident information in an easy-to-navigate portal.

Concluding Business

Committee Member Comments

Advisor Pacella stated that if he was quiet it was because he listened to a lot of good information at today's meeting, to which Advisor Nash agreed.

Director Blackwell stated that Diane Casey should have been at this meeting and requested we send her the report.

Director McCary stated this was a great, informative meeting.

Advisor Parker commended the meeting.

Ms. Paulin and Director Dotson thanked everyone in attendance.

GRF President Carpenter stated that the meeting was informative, as always, and commended Ms. Paulin.

Director Jarrett commended the meeting and thanked everyone for all their work.

Director Rothberg commended the meeting and thanked Director McCary for her informative article on Kwanzaa.

Chair Milliman thanked Ms. Paulin, the staff and everyone in attendance.

Ms. Paulin extended good wishes for the Martin Luther King Jr. holiday.

Director McCary commended Mr. Ortiz for airing movies on TV6 in honor of Black History Month in February.

Date of Next Meeting – Tuesday, February 22, 2022, at 9:30 a.m.

Adjournment

Chair Milliman adjourned the meeting at 3:00 p.m.

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