



OPEN MEETING
THE GOLDEN RAIN FOUNDATION
MEDIA AND COMMUNICATIONS COMMITTEE
Monday, February 22, 2021, at 11:30 a.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 Tom Nash, Carmen Pacella, Lucy Parker and Juanita Skillman; Alternates Bunny Carpenter and Deborah Dotson

MEMBERS ABSENT: Advisor Theresa Frost

OTHERS PRESENT: None

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

1. **Call to Order**
Meeting was called to order at 11:30 a.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 January 18, 2021**
Approved
5. **Chair's Remarks**
Chair commended Ms. Rothrock on the latest issue of the Village Breeze (February/March 2021) and discussed a few of its highlights. She also commended Mr. Ortiz and his team for the broadcasts they produce on Village

Television. She also commended the numerous ways the Media and Communications Department communicates with residents—through targeted emails such as the Friday “What’s Up in the Village” email blast, the CodeRED emergency system and the Laguna Woods Village Globe.

Chair Milliman announced that The Broadband Group’s report will be repeated at the GRF Board meeting on Tuesday, March 2.

6. Member Comments (Items Not on the Agenda)

Ms. Paulin read questions from Richard Rader, who asked:

- Are there committee meetings available for retrospective review by residents either by video or voice?
- Is there a way to ensure that PowerPoint slides can be presented on Granicus so that they are not blurred and thus unreadable?
- Is it possible to post agenda packets for committee meetings on the TeamUp calendar so that everything is in one place--date, time, agenda and agenda packet?

7. Director’s and Staff Responses to Member Comments

Ms. Paulin answered Mr. Rader’s first question, stating it depends on the committee and whether that meeting is recorded.

Ms. Paulin answered the second question, stating that we're moving open meetings to a Zoom platform, which will allow residents to come on and ask questions and receive answers live. Mr. Holland added that the goal is to move all committee meetings to the Zoom platform beginning with the March meetings.

Ms. Paulin stated that she will forward the third question to the corporate secretary.

REPORTS:

8. Media and Communications Report – Eileen Paulin

Ms. Paulin discussed:

- Moving committee meetings to a Zoom platform
- The 2020 year-in-review presentation at the next VMS Board meeting
- The February/March 2021 issue of the Village Breeze
- The new board training series
- Board of Directors handbooks
- Vaccination clinics in Clubhouse 7
- Utilization of the CodeRED system for the vaccination clinics

Ms. Paulin mentioned favorable media coverage on the vaccination clinics including one CBS report by Michele Gile.

9. Broadband Update – Eileen Paulin and Chuck Holland

Ms. Paulin stated that the GRF Board made the decision to rerun and discuss The Broadband Group's report at the next board meeting.

Mr. Holland presented the year-end financials for Broadband Services, Media Services, the TV Studio and Media and Communications Administration within the Media and Communications Department. He went over revenues and expenses in each of the divisions.

Director Carpenter asked about payment for advertising and a discussion on the standard industry process ensued.

Mr. Holland commended Broadband Services staff who worked throughout the year while having to adjust to PPE and other pandemic working conditions.

Director Ardani asked about the transition to the Zoom platform and a discussion on how this will enable members to participate live in committee meetings ensued.

ITEMS FOR DISCUSSION AND CONSIDERATION:

ITEMS FOR FUTURE AGENDAS:

CONCLUDING BUSINESS:

13. Committee Member Comments

Director McCary commended the Media and Communications team on the February/March 2021 issue of the Village Breeze.

Director Jarrett and Advisor Skillman mentioned social media policies in the works.

Director Ardani asked about the vaccine clinic this weekend. Ms. Paulin stated that upcoming clinics at the Village will focus on second doses and encouraged everyone age 65 and over to register on Othena.com if they haven't already received their first dose.

14. Date of Next Meeting – March 15, 2021, at 1:30 p.m.

15. Adjournment

12:37 p.m.

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