



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

**Monday, March 21, 2022 – 9:30 a.m.
Board Room / Virtual Hybrid Meeting**

REPORT

Members Present: Chair Joan Milliman; Directors, Juanita Skillman, James Cook, Annie McCary, Neda Ardani, Maggie Blackwell; Advisors Tom Nash, Carmen Pacella, Lucy Parker; Alternate Deborah Dotson

Members Absent: Director Ryna Rothberg; Advisor Theresa Frost

Others Present: Elsie Addington, Bunny Carpenter, Egon Garthoffner, Richard Rader

Staff Present: Eileen Paulin, Paul Ortiz, 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 February 22, 2022

Approved by unanimous consent.

5. Chair's Remarks

Chair Milliman welcomed all the members of the committee. She highlighted information from the first six pages of the February/March Village Breeze. She reminded the advisors to sign their confidentiality agreement forms.

6. Member Comments

None.

Items for Discussion

7. Media and Communications Report – Eileen Paulin

Ms. Paulin shared an article from the March 19 Orange County Register, “Laguna Woods Village beats the odds in COVID-19 pandemic.”

Ms. Paulin highlighted from the Media and Communications activities report the strong open rates for the weekly Third Mutual email blasts from the iContact Report on page 7 of 8 of agenda item 7.

Director McCary noted in the report that the department is referred to Marketing and Communications as well as Media and Communications and inquired which is correct. Ms. Paulin stated Media and Communications is correct and the activities report will be corrected for the next meeting.

Director Skillman noted the unsubscribe rates in the iContact Report on page 7 of 8 of agenda item 7. Ms. Paulin stated that those are generally people who move out of the Village and due to the high volume of resales and turnover in the Village.

Ms. Paulin reported that The Broadband Group (TBG) will send an engineer to the Village Headend. She requested the Broadband Ad Hoc Committee attend this meeting. The date is to be determined. She also highlighted that Mr. Ortiz worked with the City of Laguna Woods, which resulted in cost savings.

8. Website Ad Hoc Committee – Ellyce Rothrock

Ms. Rothrock reported on a March 9 meeting with GRF, Third and United representatives to develop a mission statement for the proposed Website Ad Hoc Committee. In attendance were Joan Milliman, Annie McCary, Elsie Addington, Chuck Holland, Debbie Dotson, Lucy Parker, Lynn Jarrett, Diane Phelps, Eileen Paulin, Susan Logan-McCracken, Ellyce Rothrock.

Ms. Rothrock referred to Attachment 1 on page 2 of 2 of agenda item 8 for the primary mission statement of the proposed Website Ad Hoc Committee, which reads:

“... the primary mission of the Website Ad Hoc Committee is to engage the expertise of internet and technology experts among residents and staff to develop a scope of work and an RFP in an effort to select the most qualified vendor to execute an improved website for Laguna Woods Village; ...”

Director Skillman made a motion that the Media and Communications Committee forward the resolution to form a Website Ad Hoc Committee to the GRF Board of Directors with a recommendation to approve the resolution and charter. Director McCary seconded the motion. There were no objections and the motion passed unanimously.

9. Broadband Services Report – Paul Ortiz

Mr. Ortiz gave highlights from the Subscriber Counts report including:

- Village YouTube channel is growing in popularity
- Set-top box subscriptions have gone down as subscribers upgrade to newer technology
- High-speed internet subscriptions are increasing to the higher speeds as more residents subscribe to streaming services

Ms. Paulin commended Mr. Ortiz and the TV Studio for covering the Transportation meeting last week, which will be rebroadcast three times and available on the Village Television YouTube channel.

10. The Weather Channel Staff Report – Paul Ortiz

The NCTC negotiated a much better contract than a 5% increase year over year to retain The

Weather Channel. Instead, rates will increase by 2 cents in 2023, 1 cent in 2024 and 2 cents in 2025. Additional networks will not need to be added, so no additional bandwidth will be required. The new agreement expires February 28, 2026.

11. Channel One Russia Staff Report – Paul Ortiz

Per the request of the distributor, International Media Distribution, the Channel One Russia broadcast was terminated effective March 2, 2022. Broadband Services staff notified the 10 subscribers that the channel would no longer be available.

12. Closed Captioning Staff Report – Paul Ortiz

Mr. Ortiz discussed the switch to the Cablecast video server, which uses artificial intelligence and machine learning to display the captions in real time for live and pre-recorded content. Beginning in April, all programming broadcast on Village Television, which is approximately 1,250 hours of content annually, will be closed captioned utilizing the Cablecast video server. The new closed captioning process will save the community approximately \$25,000 to \$30,000 in 2022 and assure all Village Television programming complies with FCC Title 47, C79 requirements.

Director Skillman suggested publishing and broadcasting this news with instructions on how to turn Closed Captioning on.

Advisor Parker asked about TiVo closed captioning and a discussion ensued.

Director Dotson stated that closed captioning would be a good topic for her Village Television show “Let’s Talk Tech.”

Items for Future Agendas

Website Portal for Recreation Activities, Club Events and Movies

Director McCary mentioned a resident request to access all the Recreation activities in one place on the website. Ms. Paulin mentioned the Recreation TeamUp calendar that includes all the activities except for the Village club events, which are listed separately on the website. This functionality to access movies, Recreation activities and club events in one place will be added to the wish list for the new website.

Advisor Handbook

Director Carpenter suggested creating an advisor handbook to include the confidentiality agreement and similar information from the board director handbook.

Website Ad Hoc Committee Focus Group

Advisor Pacella suggested forming within the Website Ad Hoc Committee a focus group comprised of resident members who are not part of a board, committee or VMS staff and are not connected to the inner workings of the organization. Ms. Rothrock mentioned such focus groups are in the works.

West Coast Internet Pricing

Ms. Paulin mentioned upcoming meetings with West Coast Internet and requested we add this item to the agenda for next month.

Concluding Business

Committee Member Comments

Ms. Paulin highlighted from the meeting moving ahead on the website, the increase in high-speed internet subscriptions and the cost savings on The Weather Channel and closed captioning.

Advisor Pacella stated the meeting was informative.

Director Ardani commended the meeting.

Date of Next Meeting – Monday, April 18, 2022, at 1:30 p.m.

Adjournment

Chair Milliman adjourned the meeting at 2:31 p.m.

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