



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

**Monday, April 18, 2022 – 1:30 p.m.
Board Room / Virtual Hybrid Meeting**

REPORT

Members Present: Chair Joan Milliman; Directors, Juanita Skillman, Annie McCary, Neda Ardani, Maggie Blackwell; Advisor, Carmen Pacella; Alternates Deborah Dotson, Lynn Jarrett

Members Absent: Directors James Cook, Ryna Rothberg; Advisors Theresa Frost, Tom Nash, Lucy Parker

Others Present: Elsie Addington, 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 March 21, 2022

Approved by unanimous consent.

5. Chair's Remarks

Chair Milliman welcomed the committee to spring and highlighted the Village Breeze cover, which captures the season. She mentioned that the photographer is a resident in the Village. She thanked the Department of Media and Communications for producing this publication and all the other communications.

6. Member Comments

Richard Rader mentioned he tried to sign up for CNN+, but could not, because it requires the TV provider to be listed. Are there any plans to offer this programming? As a follow-up question, Mr. Rader asked if there is any possibility this channel could be streamed through the internet.

Mr. Ortiz stated this was considered about four or five years ago, and GRF Media and Communications Committee decided that this would be too expensive. He also thought this would be available as a pay streamed service.

Items for Discussion

7. Media and Communications Report – Eileen Paulin

Ms. Paulin stated it's been a busy month and it's getting busier as more amenities open back up. She highlighted from the Media and Communications Activities Report:

- The event at the Equestrian Center on April 16, which drew 500 people
- The 73 projects tracked, 125 posts to the website, the CEO's office fielding 400 to 500 phone calls and information@lagunavillage.com email address that gets utilized
- The April/May 2022 Village Breeze, which just mail dropped
- Targeted communications coming out of our department, such as the Manor Alterations newsletter every other week
- The CR&R trash rollout and new bulky-item collection process communicated in the magazine, email blast and on the message boards
- The third informational GRF Transportation meeting next month
- Strong open rates reported on iContact
- Overseeing all of the budget PowerPoint decks, Maintenance and Construction notices and Third Mutual's fumigation notices.

She mentioned that CEO Siobhan Foster has attended meetings with different gate groups and the Garden Villa Association. Ms. Paulin has accompanied her on these appearances. They plan to continue to go out and meet with these resident groups.

New resident orientations and docent tours are in person and running well. The request for new docents received a great response. The next step will be training the new docents. The attendance numbers are up for new resident orientations and the docent tours are full.

Ms. Paulin highlighted tasking completed by Village Television:

- "This Day" broadcasting six days a week
- The Monday, Friday and Saturday movies
- "Trading Post" show
- City Council meetings for City of Laguna Woods
- "Let's Talk Tech" show
- Over 2,000 minutes of original content

Ms. Paulin commended Chicago Club's video coverage of the History Center.

She discussed the Laguna Woods Art Association's participation in an Earth Month public awareness campaign in partnership with the El Toro Water District, the artist Wyland and the Municipal Water District of Orange County. Campaign artwork will be temporarily on display in the Community Center after which the Art Association will keep and display.

8. Website Ad Hoc Committee – Ellyce Rothrock

Ms. Rothrock reported that at the April 5 GRF board meeting, resolution 90-22-18 was passed to approve the Website Ad Hoc Committee. As soon as we have the roster of committee members, we will go forward with regular meetings, focus groups and formal activities.

9. Broadband Services Report – Paul Ortiz

Mr. Ortiz reported a 22% increase in subscriber count compared to a year ago. More people are watching Village Television and subscribing to the YouTube Channel. More people are streaming and using the internet to view a lot of their content. He also reported that pay channel subscriptions are down as residents are moving toward streaming services.

He reported that internet subscribers are converting to higher speeds because of the demand for bandwidth and demand for interaction with their device.

Mr. Ortiz mentioned the meeting that transpired with West Coast Internet and will have more information at a later date, adding that prices have not increased since 2014.

Mr. Ortiz stated Village Television is doing a wonderful job. The TV studio was recently honored to have Bob Eubanks as a guest, promoting a fitness device.

He announced that Village Television is producing a new show, "Did You Know?" hosted by Rebeca Gilad, who interviews people in our community from all over the world. P.J. Higgins, Cole Young and Mark Weiss are helping produce this program.

Mr. Ortiz mentioned some technical issues the studio has been having, but the head engineer and staff created a workaround. He commended the support of headend engineer John Nadal and the Broadband staff.

Director Skillman asked whether the international pay TV channels are streaming. Mr. Ortiz stated that he believed that some of those channels are available directly online and that those international channels retained their subscribers since they became available in the Village.

Director McCary asked whether the new Village Television program "Did You Know?" has already launched. Mr. Ortiz stated the premier aired in April and that the program airs on Sundays at 3:30 p.m. He added that they are in production on the May programs.

Director McCary asked about the technical issues. Mr. Ortiz explained some of the technical details with the router, server and cameras.

Mr. Ortiz mentioned that the Village Television studio acquired a desk from another local studio that moved and needed to offload some furniture. The division had budgeted to replace its decades-old studio desk for \$17,500, but estimated the one they acquired cost less than \$2,000.

Director Skillman thanked Village Television for the new table in the other part of the studio where she records the "Trading Post" show.

Items for Future Agendas

Director Skillman asked about the Broadband Ad Hoc Committee. Ms. Paulin stated that they anticipate having a recommendation from The Broadband Group soon and added this to next month's agenda.

Ms. Paulin stated that for the advisor handbook, we need to schedule deadlines to get that project moving.

Ms. Paulin stated that staff is waiting to hear back from West Coast Internet. They are recommending a modest price increase, because the future direction of the industry is moving from cable to streaming.

Concluding Business

Committee Member Comments

Advisor Pacella stated it was great to be back in person, adding that the more people you get in the seats, the more activity you'll have. He stated he and others who have commented are extremely happy with the Village Breeze and to keep up the good work. He thanked Mr. Ortiz for all his efforts.

Director Blackwell stated she thinks Media and Communications is one of the hardest working groups in the Village. This is phenomenal communication. The residents are learning. The Village Breeze, weekly reports and other communications are easy to read and accessible.

Director McCary agreed with Director Blackwell's comments on how communication is being delivered. She commended the work the staff is doing to produce good communications and consistent delivery. She thanked everyone for a smooth meeting.

Chair Milliman echoed what was said. She thanked all for a wonderful job and stated we're lucky to have the professional staff we have.

Ms. Paulin stated on behalf of the group that we like what we do and we're doing the best we can. She commended the synergy of every staff member present, in the studio and at Broadband Services.

Ms. Rothrock stated she feels very fortunate to work under Ms. Paulin's leadership, as the visionary for the department, and lucky to work with talented, wonderful colleagues.

Mr. Ortiz thanked everyone for their comments.

Director Ardani thanked everyone for a good meeting and the beautiful Village Breeze. She requested publishing again the chargeable services and alterations chart that was published in a past issue. She also requested an update on the trash bins and a discussion ensued.

Ms. Paulin received a trash update message during this meeting that CR&R will provide low-profile bins free of charge for residents who have expressed difficulty placing their trash in the new bins, which are 6 inches taller than previous bins. CR&R is manufacturing low-profile bins to accommodate resident requests. Send CR&R an email to request the low-profile bins.

Director Skillman stated we have no control over CR&R and requested encouraging residents to leave the organic trash cans where they are. If the bins are not where they're supposed to be on the CR&R drivers' route, they won't empty them.

Director Dotson thanked everyone for a great meeting and commended Mr. Ortiz and the team for being professional and a pleasure to work with.

Director Jarrett commended everyone on a good meeting, wonderful work and great communication.

Date of Next Meeting – Monday, May 16, 2022, at 1:30 p.m.

Adjournment

Chair Milliman adjourned the meeting at 2:28 p.m.

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