



REGULAR MEETING OF THE GOLDEN RAIN FOUNDATION MEDIA AND COMMUNICATIONS COMMITTEE

**Monday, June 20, 2022 – 1:30 p.m.
Board Room / Virtual Hybrid Meeting**

Members Present: Chair Joan Milliman; Directors Maggie Blackwell, James Cook, Annie McCary, Juanita Skillman; Advisors Lynn Jarrett, Lucy Parker; Alternate Deborah Dotson

Members Absent: Directors Neda Ardani, Ryna Rothberg; Advisors Theresa Frost, Tom Nash, Carmen Pacella

Others Present: Bunny Carpenter, Egon Garthoffner, Cris Prince

Staff Present: 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. Online audio was off due to a technical issue. Once that was restored, Chair Milliman called the meeting to order again at 1:34 p.m.

2. Acknowledgement of Media

None present.

3. Approval of Agenda

Approved by unanimous consent.

4. Approval of Report for May 16, 2022

Approved by unanimous consent.

5. Chair's Remarks

Chair Milliman highlighted information in the June/July 2022 Village Breeze, which just came out.

6. Member Comments

None.

Items for Discussion

7. Media and Communications Report – Ellyce Rothrock

Ms. Rothrock gave a PowerPoint presentation showing:

- The scope of the Media and Communications Department, which includes Administration, Cable TV Network, TV studio, Media Services 55 and Internet Services.
- Full-time staffing equivalents from 2019 through 2023 projected
- Media and Communications revenue sources
- Media and Communications expense sources

- 2023 priorities for the department

In addition, Ms. Rothrock went over the Media and Communications Activities Report for May, which was included in this meeting's agenda packet. She highlighted:

- Trello tracking does not include Village Television, which has its own tracking system.
- Regular publications include the Village Breeze, What's Up in the Village, weekly press releases to the Globe, website updates and Garden Center e-newsletter.
- New Third Mutual Board President Mark Laws will continue the weekly email blasts to Third Mutual members.
- Manor Alterations will continue to do a news bulletin but they are revamping frequency and working on enhancements to promote in their next bulletin.
- Two emergency alerts went out in May regarding the church shooting and golf cart thefts.

She stated new resident orientations are going smoothly. Docent tours are booked and in high demand. Seven prospective docents have completed a four-hour training session with information and scripts as well as an on-bus tour taught by senior docents. They will also complete two required shadowing tours. One docent completed all the trainings and will lead first solo tour on June 30.

Director Skillman asked about offering Saturday docent tours again. Ms. Rothrock stated the goal is to get everyone trained before end of summer and approach GRF about expanding the days and time offerings. She stated docent tours are promoted through Community Services and on our website after Director Jarrett asked where the docent tours are marketed.

8. Website Ad Hoc Committee – Ellyce Rothrock

Ms. Rothrock reported that the first meeting is scheduled for July 6 and a follow-up meeting for August 10. She stated the objectives will be to gain insight from various departments and divisions regarding what they perceive as their individual landing site needs based upon resident queries and the challenges they express to those staff members. Future objectives will be:

- Finalizing the RFP after a review and identification of the top vendor candidates
- Reviewing feedback
- Wireframing (creating the skeletal framework or outline) based on feedback
- Identifying participants for the testing phase, which will be an important part of the project

9. Broadband Services Report – Paul Ortiz

Mr. Ortiz reported on subscriber counts for May 2022. He also reported on current industry trends, including:

- Content providers are going directly to consumers
- Fiber feeds are replacing satellite transmission
- Subscribers are adopting the higher internet speeds and bandwidth to accommodate streaming services

Director Skillman asked whether there are turn-on and turn-off fees associated with the internet as there is with cable programming. Mr. Ortiz answered not currently, but that is something for GRF to consider in its rate negotiations. A discussion ensued.

Mr. Ortiz reported on the meeting with The Broadband Group (TBG), which he and Eileen Paulin participated in on June 6. Highlights of that meeting included:

- TBG continues to emphasize the valuable and unique asset that GRF holds in the ownership of the current cable television and internet conduit infrastructure.
- TBG is confident that the current Broadband Services team has the expertise to execute and service a state-of-the-art fiber system that can support high-speed streaming.
- Infrastructure systems such as the one owned by GRF require continuous upgrades and service

investment. The current system is aging, and it is becoming more difficult to obtain parts and accessories to keep it running.

- The speed at which streaming content is overtaking cable television content is accelerating at a faster pace than predicted prior to the COVID pandemic.
- The cost of cable programming is continuing to increase substantially from year to year, resulting in significant cost of doing business for GRF.
- It is essential that VMS staff work closely with TBG and GRF to determine at what point, GRF moves away from cable television and into full-time content streaming. Most programming contracts are for a three-year term that become due at different times.

Director McCary asked for creative suggestions to help residents transition to streaming over the next few years. Director Skillman mentioned this transition is a 2023 priority for Media and Communications. A discussion ensued.

Items for Future Agendas

None discussed.

Concluding Business

Committee Member Comments

Director Cook stated we overcame the flashing 12 p.m. on our VCRs and the flashing numbers on our microwaves, and we will overcome the streaming challenges.

Director Dotson mentioned it's a process and won't change overnight.

Advisor Parker applauded Director Dotson's efforts on "Let's Talk Tech" and suggested utilizing some of the Village clubs that can help in a broader educational program.

President Carpenter said we should possibly put in the blast an article about signup sheets when they go to the pool, complaints about pool hours, how important that data is in determining the usage and the hours we have for Recreation.

Advisor Jarrett mentioned whether channels go away or not, these decisions aren't made overnight and we plan for them. She suggested writing an article on why these decisions are made and how challenging these decisions can be.

Director Blackwell mentioned the challenges of having an android phone. Director Dotson recommended the Village's PC Club for help navigating devices.

Director Skillman stated she always learns at the Media and Communications Committee meetings, and thanked the staff for putting the meetings together and for all their efforts to keep Village residents informed.

Director McCary thanked Director Dotson for her "Let's Talk Tech" program and suggested more communication efforts on scams, as they are becoming more prevalent and sophisticated.

Director Blackwell recommended calling Security and reporting fraud to the OC Sherriff's Department.

Chair Milliman mentioned scams regarding deliveries for packages she did not order. She recommended blocking such calls.

Ms. Rothrock reiterated the increasing sophistication of scammers. She suggested running more information including what we've run in the past about scams as well as a plug for "Let's Talk Tech" in the upcoming Friday email blast. She mentioned she would consult with Recreation staff to develop messaging on the signup sheets for the blast. She stated that the new resident orientations are submitted to the Globe each week and, once we expand the number of docent tours, we could submit those dates to the Globe as well.

Mr. Ortiz stated that all Village Television content is on our YouTube channel. "Let's Talk Tech" episodes are included on that playlist for those who don't catch it when it's aired on TV6.

Ms. McCracken reported on a recent scam she encountered.

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

Adjournment - 2:48 p.m.

Chair Milliman adjourned the meeting at 2:48 p.m.

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