



OPEN MEETING

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

**Monday, July 17, 2023 – 1:30 p.m.
Board Room / Virtual Hybrid Meeting**

REPORT

Members Present: Chair Joan Milliman; Directors Elsie Addington, Margaret Bennett, Maggie Blackwell, James Cook, Cris Prince; Advisors Catherine Brians, Theresa Frost (left at 2 p.m.), Carmen Pacella

Members Absent: Director Sue Quam (excused); Advisors Tom Nash (excused), Lucy Parker (excused)

Others Present: Bunny Carpenter, Juanita Skillman

Staff Present: Eileen Paulin, Ellyce Rothrock, Paul Ortiz, Erika Hernandez (for Susan Logan-McCracken)

1. Call to Order

The 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 May 15, 2023

Approved by unanimous consent.

5. Chair's Remarks

Chair Milliman welcomed everyone and thanked Ms. Hernandez for taking Ms. McCracken's place.

6. Member Comments

John Cornell asked what type of cable system GRF owns. Mr. Ortiz answered that it's a hybrid fiber-coaxial (HFC) cable that was installed in 1999. Discussion ensued.

Richard Rader suggested publicizing savings on 2024 HOA fees.

Items for Discussion

7. Media and Communications Report – Eileen Paulin

Ms. Paulin discussed:

- The impact the focus groups have had on website planning, vendor selection and other department initiatives
- The success of the Third, United and GRF email blasts, all of which have strong open rates
- The docent tour video that is in production
- The continued popularity of new resident orientations

8. Broadband Ad Hoc Committee Report – Eileen Paulin

Ms. Paulin stated the Broadband Ad Hoc Committee will continue its regular meetings to look at options with the goal of keeping services high and costs down. The next closed meeting is Tuesday, July 25, at 10 a.m. in the Sycamore Room.

9. Website Ad Hoc Committee Report – Ellyce Rothrock

Ms. Rothrock stated the Website Ad Hoc Committee, Media and Communications Committee and Finance Committee endorsed and the GRF board approved a vendor. As soon as the contract is processed work on the new website can begin.

10. Broadband Services Report – Paul Ortiz

Mr. Ortiz discussed:

- Subscriber counts
- Village Television's YouTube channel
- Service calls
- Expiring programming contracts

Items for Future Agendas

TBD

Concluding Business

Committee Member Comments

Advisor Pacella thanked the VMS team, GRF and board members who give their time.

Advisor Brians credited all the work done by the Broadband Ad Hoc Committee and encouraged continued education efforts.

Director Blackwell referenced the efforts of the Broadband Ad Hoc Committee and acknowledged that it will take continued effort and education.

Ms. Rothrock and Director Addington thanked Ms. Hernandez for filling in for Ms. McCracken at the dais at this meeting.

Chair Milliman thanked everyone for their hard work.

Date of Next Meeting – Monday, September 18, 2023, 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