



OPEN MEETING

THE GOLDEN RAIN FOUNDATION MEDIA AND
COMMUNICATIONS COMMITTEE MEETING
Monday, August 17, 2020 at 1:30 p.m.
Laguna Woods Village Community Center
Virtual Meeting
24351 El Toro Road, Laguna Woods, CA 92637

REPORT

MEMBERS PRESENT: Chair Sue Stephens, Directors Elsie Addington, Bunny Carpenter, Lynn Jarrett, Annie McCary and Juanita Skillman; Advisors Tom Nash and Carmen Pacella

MEMBERS ABSENT: Director Ryna Rothberg; Advisor Frank Tybor

OTHERS PRESENT: None

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

1. **Call to Order**
Meeting was called to order at 1:29 p.m.
2. **Acknowledgement of Media**
None
3. **Approval of the Agenda**
Approved
4. **Approval of Meeting Report from June 15, 2020**
Approved
5. **Chair's Remarks**
Director Sue Stephens introduced herself and discussed her professional background and experience. She thanked VMS Director of Media and Communications Eileen Paulin and her staff for helping to acclimate her to the GRF Media and Communications Committee.
6. **Member Comments (Items Not on the Agenda)**
None
7. **Director's and Staff Responses to Member Comments**
None

REPORTS:

8. Media and Communications Report – Director Eileen Paulin

Ms. Paulin addressed post office issues with delivering the Village Breeze, which did mail.

Ms. Paulin mentioned that the June/July Employee Newsletter was published and distributed. She commended feature articles on adjusting to working at home during the pandemic and on Paul Ortiz' 40-year history with the company.

Ms. Paulin encouraged residents to register for power outage alerts.

Ms. Paulin discussed the emergency resolution that passed requiring face masks and to email questions about it to info@lagunawoodsvillage.com.

Ms. Paulin thanked all the people and organizations who generously donated masks to the Village.

Ms. Paulin reported on the success of the medical roundtable, that TV6 is continuing to broadcast six days each week and that open rates are good.

9. Broadband Update – Director Eileen Paulin

Ms. Paulin stated that internet subscriber counts are the highest they have been to date.

Ms. Paulin stated that there have been no major contract renewals for channels since the last GRF Media and Communications Committee meeting.

Ms. Paulin discussed cable costs.

ITEMS FOR DISCUSSION AND CONSIDERATION:

Update on The Broadband Group (TBG) consulting project: Ms. Paulin reported that the project with TBG is on schedule. TBG will be doing a site inspection this Thursday.

Update on Third Mutual CC&R voting project: Ms. Paulin discussed Third's CC&Rs initiative. The mutual is working with the Lew Edwards consulting group, Directors Annie McCary, Robert Mutchnick and Third Board of Directors President Steve Parsons for the upcoming elections.

Inform committee of communication protocol for COVID-19 related messages: Ms. Paulin discussed the protocol for COVID-related messages, mentioning TV6 and the message boards.

Virtual New Resident Orientations: Ms. Paulin announced that new resident orientations are returning virtually; docent tours remain on hold.

Village Breeze Editorial Board meeting: VMS Media and Communications Supervisor Ellyce Rothrock announced that the Village Breeze editorial board meeting will be held Monday, August 31, at 1:30 p.m. The purpose of this meeting is to share feedback and impressions on content and design.

Ms. Paulin commended the strong participation in the August/September issue's haiku contest as well as the overall content.

Review of for-profit phonebook publishers distributing in the Village policy: Ms. Paulin discussed with the committee the phone book that is published and delivered to the Village and whether that should continue.

Director Lynn Jarrett stated the map in the Village Breeze lessens the need for the phone book.

Director McCary stated that she would not miss the phone book.

Director Juanita Skillman suggested not distributing the phone book during the pandemic and responding that we will get back to the publisher after the pandemic.

Chair Stephens suggested distributing the phone books from the administration building but not while the building is closed during the pandemic.

Ms. Paulin suggested distributing the phone books from City Hall. Chair Stephens and Director Skillman concurred.

Advisor Carmen Pacella stated that the phone book is not needed in the Village anymore and that residents don't want their information public if it is distributed at City Hall. He also mentioned that the Village Breeze map eliminates the need for the map that is in the phone book.

Chair Stephens asked if private phone numbers are included and if residents could opt out. Ms. Paulin responded that residents might forget to opt out.

Director Skillman stated that residents are not automatically included if they don't have a land line.

Discussion: Advisor Tom Nash stated that if the phone books already have been printed and are ready to distribute, we should follow through. Ms. Paulin responded that one of the publishers has not printed them yet.

Chair Stephens asked if this should go to the staff at City Hall to decide. Ms. Paulin and VMS TV Services Manager Paul Ortiz suggested City Hall as a stepping point.

Director Elsie Addington stated that the phone book should be continued.

ITEMS FOR FUTURE AGENDAS:

CONCLUDING BUSINESS:

13. Committee Member Comments

Director Skillman mentioned that U.S. Census workers are due to come into the Village in the next month for those residents who did not complete the form online or via mail.

Director Skillman suggested communicating to the residents that as soon as they receive their ballots to fill them out and place them in the collection box outside City Hall.

Director Skillman mentioned that Assembly Bill 3182 would hurt residents' leasing and renting capabilities.

Director Skillman clarified that Third's vote on CC&Rs needs a two-thirds vote of the quorum and not of the membership.

As an alternative to docent tours, Director Skillman suggested the orientation videos on the website, as they cover a lot of what the docent tours covered for new residents.

Director Bunny Carpenter discussed the importance of communicating why we cannot give refunds on assessments. She mentioned that insurance dues have increased and that we are absorbing that cost. Director Skillman reiterated that we are legally obligated to not refund unused dues.

Director Addington discussed that she is working on an article that will discuss how the surplus may be used to offset operating expenses and benefit residents.

Ms. Paulin stated that she is working with the Census groups to get further information to the residents.

Ms. Paulin referred to CEO Jeff Parker's statement regarding giving refunds.

Ms. Paulin recommended the locked box at City Hall for election ballots.

Ms. Paulin recommended residents use the electronic link in a piece the department is sending out regarding AB 3182. That link is important to recording resident votes.

Ms. Paulin mentioned some of the virtual tours are on the website.

Ms. Paulin announced that MemorialCare offered to underwrite the wellness route between the Village and the MemorialCare/Saddleback campus.

Director McCary welcomed Chair Stephens and commended her on the meeting.

14. Date of Next Meeting – September 21, 2020, at 1:30 p.m.

15. Adjournment
3 p.m.

p.p. Sue Stephens/SLM
Sue Stephens, Chair
Media and Communications Committee