



OPEN MEETING

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

**Monday, September 19, 2022 – 1:30 p.m.
Board Room / Virtual Hybrid Meeting**

REPORT

Members Present: Chair Joan Milliman; Directors Neda Ardani, Maggie Blackwell, James Cook, Annie McCary, Juanita Skillman; Advisors Theresa Frost, Lynn Jarrett, Tom Nash, Lucy Parker; Alternates Debbie Dotson, Cris Prince

Members Absent: Director Ryna Rothberg

Others Present: Jim Hopkins, Richard Rader

Staff Present: Eileen Paulin, Ellyce Rothrock, Paul Ortiz, 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 July 18, 2022**
Approved by unanimous consent.
5. **Chair's Remarks**
Chair Milliman welcomed everyone in attendance.
6. **Member Comments**
Ms. Bonnie Tauber asked via email about the availability of the CW, MTV and VH1 channels.

Mr. Ortiz answered that the programming committee several years ago chose

not to finance VH1 and MTV channels in its contract with Viacom. The CW channel is part of KTLA and, due to fee increases, the committee decided not to continue its contract. KTLA is available for free via internet at KTLA.com and as an over-the-air channel that can be accessed with a digital antenna. Because KTLA is not a member of NCTC, the committee would need to negotiate with the network directly if the committee chooses to finance the channel. A discussion ensued.

Ms. Mary Wall suggested selling the Village television station to avoid paying franchise tax fees and so members could choose their own programming.

Director Cook answered that everyone can get their own programming, but it probably wouldn't be as cost-effective.

Items for Discussion

7. Media and Communications Report – Eileen Paulin

Ms. Paulin highlighted from the Media and Communications Activities Report:

- Docent tours are going great.
- Flyers and email blasts went out for various departments
- Website traffic remains strong.
- The meetings at the Village gates are vital.

Director Skillman asked about Saturday docent tours. Ms. Rothrock stated new docents need to get up to speed before leading Saturday tours, which have a different dynamic.

8. Broadband Ad Hoc Committee Report – Eileen Paulin

Ms. Paulin discussed the upcoming meeting on Thursday, September 22, which will include a tour of the headend facility, followed by an industry orientation in the Sycamore Room.

9. VMS Communications Focus Groups – Eileen Paulin

Ms. Paulin reported on four focus groups that took place Thursday, Sept. 15 and Friday, Sept. 16 with Village residents on how they get their information and what platforms they use. Two more focus groups are scheduled for Monday, Oct. 3. She recommended that the focus group facilitator present the report at the all-boards training Nov. 18.

10. Website Ad Hoc Committee Report – Ellyce Rothrock

Ms. Rothrock discussed nine vendor candidates and next step of sending RFP to the top choice and two runners up. The committee is reviewing the wireframing before the next meeting on Oct. 17 in the Sycamore Room.

Director Skillman asked if the current website would go down before the new website goes live. Ms. Paulin stated the new website would live on a development site before it is ready to go live. The current website will not go

down until the new one is ready.

11. Broadband Services Report – Paul Ortiz

Mr. Ortiz presented:

- 2022 Cable TV Network Operation second quarter report
- 2022 Broadband Services Operation second quarter report
- Expiring programming contracts report
- Programming contracts forecast report
- Broadband subscriber count report
- Village Television subscribers for July and August
- Internet subscriber second quarter report

He announced the recent rebranding of NCTC from the National Cable TV Cooperative to the National Content and Technology Cooperative.

He shared information about the NextGen TV service that is available to viewers in most markets for free with an HD antenna and NextGen television.

Items for Future Agendas

Status of expanding docent tours to Saturdays

Concluding Business

Committee Member Comments

Advisor Parker suggested a "What's Up in the Village" TV6 program based on the weekly Friday e-newsletter. A discussion ensued.

Director Skillman suggested having committee meeting reports featured on Village Television.

Advisor Jarrett stated today's meeting was excellent.

Director Blackwell discussed the search for United Mutual investor advisors.

Director Dotson stated she and Mr. Ortiz will talk about the rapid changes in technology on an upcoming "Let's Talk Tech" Village Television show.

Director Ardani stated the meeting was great as usual.

Advisor Nash suggested a calendar feature in addition to committee meetings and more news for Village Television.

Chair Milliman discussed the upcoming Village board elections. Joan: candidates for election are not in the Globe, Eileen: editor of the Globe is responsible; Juanita: Catherine said we offered, but Globe said they didn't want it.

Ms. Paulin discussed the upcoming Broadband Ad Hoc Committee meetings.

Mr. Ortiz discussed "Meet the Candidates" on TV6 and presented a new handout of

residents' frequently asked questions regarding their cable television programming.

Date of Next Meeting – Monday, October 17, 2022, at 1:30 p.m.

Adjournment

Chair Milliman adjourned the meeting at 2:50 p.m.

A handwritten signature in black ink, appearing to read "Joan Milliman". The signature is written in a cursive style with a horizontal line underneath the name.

Joan Milliman, Chair

Media and Communications Committee