



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

**Monday, September 20, 2021 – 1:30 p.m.  
Virtual Meeting**

**REPORT**

**Members Present:** Chair Joan Milliman; Directors Neda Ardani, Maggie Blackwell, Lynn Jarrett, Annie McCary and Ryna Rothberg; Advisors Theresa Frost, Tom Nash, Carmen Pacella, Lucy Parker and Juanita Skillman; Alternates Bunny Carpenter and Deborah Dotson

**Members Absent:** Elsie Addington

**Others Present:** Richard Rader, Egon Garthoffner

**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 August 16, 2021**

Approved by unanimous consent.

**5. Chair's Remarks**

Chair Milliman discussed the upcoming year-in-review presentations on the following dates: October 7 for Third Mutual, October 12 for United Mutual and November 10 for GRF.

She mentioned educational efforts to teach residents how to use the digital platforms to sign up for recreational activities and events, request maintenance work, pay bills online and issue guest passes.

She cautioned everyone to watch out for year-end scams.

She mentioned the availability of information in the Village Breeze, weekly e-newsletter and on the Laguna Woods Village website. She thanked staff and members of the committee who have

worked on all of these tools for disseminating information and to keep reaffirming the community that all this information is available.

## **6. Member Comments**

No emailed comments.

No one present in the boardroom to make member comments.

## **Items for Discussion**

### **7. Media and Communications Report - Eileen Paulin**

With the 2022 GRF budget approved, Ms. Paulin highlighted upcoming plans for the department:

- Focus groups for the website
- Community surveys
- A signed contract with The Broadband Group and work scheduled to begin soon

In addition, she highlighted current department projects:

- Meet the Candidates forums
- Regular publications of the Village Breeze, employee newsletter, "What's Up in the Village" weekly e-newsletter and manor alterations bi-weekly newsletter
- Employee Recognition of Excellence Award videos
- Meet the Managers and new employee videos
- Recruitment video
- Year-end Board of Directors meetings
- A new Board of Directors handbook

She mentioned social networking's reach, a topic addressed in Director Dotson's Village Television program "Let's Talk Tech," and a discussion ensued.

Advisor Pacella suggested an idea to educate members on the Village mutuals and a discussion ensued.

### **8. Broadband Services Report - Paul Ortiz**

Mr. Ortiz presented a Broadband Services report that included:

- 2021 year-to-date cable operations
- 2021 year-to-date Broadband Services operations
- Expiring programming contracts
- Broadband subscriber counts
- Programming contracts forecast
- Internet subscriptions

He announced that effective Tuesday, September 21, in Broadband's effort to remove analog and duplicate channels from the channel lineup, the movie channels that were located in the 800s will be moved to their corresponding channels in the 500s.

He commended the cable technicians, Village Television staff and Media Services 55 staff for doing an excellent job. He then welcomed questions.

GRF First Vice President Egon Garthoffner who attended the meeting asked what non-assessment revenues include. Mr. Ortiz answered that non-assessment revenue includes premium channels, cable service calls, cable commission and equipment rental including set-top boxes; and that the revenue goes to GRF.

Director Dotson mentioned questions from residents about showing older movies. Mr. Ortiz answered that these movie releases come from a movie distribution company, adding that COVID caused delays and fewer movies to be released.

Richard Rader asked whether advertising revenue fits in the non-assessment category. Mr. Ortiz answered that it does, adding that Village Television non-assessment revenue sources include video production, commercials, message boards and advertising.

### **Items for Future Agendas**

- Focus groups for website
- Review and revise the Village website usage policy
- Community survey

### **Concluding Business**

#### **Committee Member Comments**

Ms. Paulin addressed new resident orientations and docent tours. We are on hiatus for docent tours until the end of October due to COVID numbers. She and Director Jarrett gave the last Third new resident orientation in the board room. These will likely continue in a hybrid format.

Mr. Ortiz thanked everyone for the meeting.

Director Dotson suggested including educating the Village about governance as a future agenda item.

Advisor Parker commended the meeting and announced that CEO Jeff Parker gave an informative presentation to the Video Club, which will be available on YouTube.

Advisor Pacella commended the meeting and Mr. Ortiz' presentation. He stated that he would like to be part of website focus group.

Advisor Nash mentioned that he is part of the Village Thrive Group along with Advisor Parker and Chair Milliman and that they are working on an educational segment about Village governance.

Director Jarrett commended the meeting and information provided.

Advisor Skillman echoed that it was a good meeting and added that she always gets so much information from this committee meeting.

Director Carpenter commended the meeting and thanked Mr. Ortiz and Ms. Paulin for their presentations.

Ms. Rothrock thanked everyone for the meeting and invited the committee to send suggestions for the Village Breeze by phone or email any time.

Director Rothberg echoed Juanita's comments that this is a very informative meeting. She reminded the committee that when disseminating information about the other two mutuals, to include the Towers.

Director Blackwell commended the efforts of Media and Communications to educate residents over the past one to two years ago. She stated that she receives many more positive than negative comments.

Advisor Frost commended the meeting.

Director Ardani thanked everyone and commended the meeting.

Chair Milliman commended the meeting and thanked present staff.

**Date of Next Meeting – Monday, October 18, 2021**

**Adjournment**

Chair Milliman adjourned the meeting at 2:45 p.m.

*p.p. Joan Milliman / SLM*

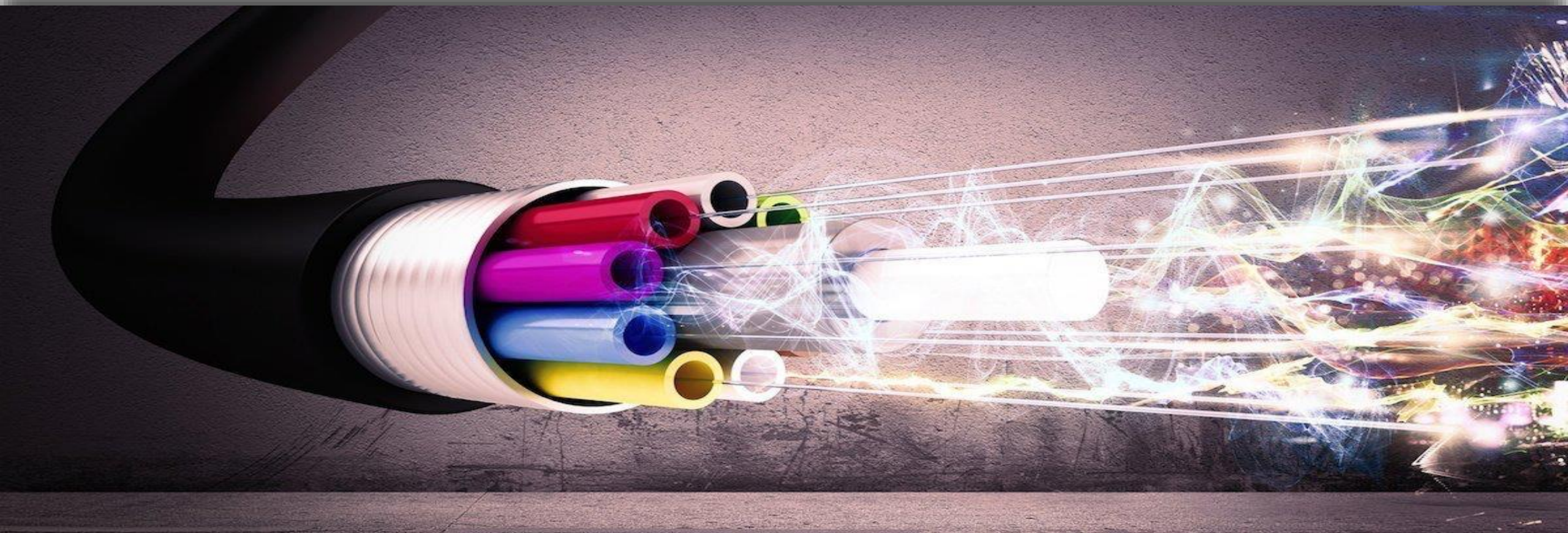
Joan Milliman, Chair  
Media and Communications Committee

# Media & Communications Committee Meeting

 GOLDEN RAIN FOUNDATION  
of LAGUNA WOODS

September 20, 2021

Broadband Services: “Literally working at the speed of light”



# 2021 Cable Operation Report

<b>WC 20</b>	<b>Actuals</b>	<b>Budget</b>
Operating costs	(\$3,686,457.00)	3.76% better
Non-assessment revenue	\$1,586,282.00	<b>5.82% worse</b>
Programming costs	(\$2,469,292.00)	1.28% better
Franchise fees	(\$137,729.00)	13.92% better
<b>Net revenue/(Expense)</b>	<b>(\$2,100,174.00)</b>	<b>2.14% better</b>

- First eight months of 2021: **Cable operation cost each resident \$20.62 (PMPM)**
- The Cable TV Network operation budget for 2021 is \$21.17 PMPM
- National average for cable television is approximately \$110 per month\*

\*Leichtman Research Group

# 2021 Broadband Services Operation Report

Work Center	Net Revenue/(Expense)	PMPM
Internet	\$1,183,720.35	\$11.62
Cable Operation	(\$2,100,174.00)	(\$20.62)
Village Television	(\$304,750.00)	(\$2.99)
Media Services	(\$20,248.00)	(\$.20)

- **As of AUGUST 30, 2021: The Media operation cost each resident *\$12.19 PMPM\****
- Broadband Services accounts for 42% of the GRF's Non-Assessment Revenue

# Expiring Programming Contracts Report

## NBCU Networks

**Expiration Date:** December 31, 2021

KNBC	NBCSN	MSNBC	Bravo
Oxygen	SYFY	E!	CNBC
Golf Channel	USA	Olympics	KVEA

- Community pays approximately \$500K per year for NBCU
- 8 - 10% historic increases

## Expectations

- 10% - 15% increase expected
- DTC offer similar to the other networks
- NBC Sports Network will terminate signal on December 31, 2021

 peacock



## EFFECTIVE TUESDAY SEPTEMBER 21

In Broadband's continuing effort to remove analog and **DUPLICATE** channels from the channel lineup, the **MOVIE channels** located in the 800's will no longer be available and can be viewed with their corresponding channels in the 500's.

500 HBO HD West	<del>800</del>	520 Showtime HD West	<del>820</del>	558 Starz HD West	<del>858</del>
501 HBO HD East	<del>801</del>	521 Showtime Showcase HD East	<del>821</del>	560 Starz Kids & Family HD East	<del>860</del>
503 HBO Family HD East	<del>803</del>	522 Showtime Extreme HD East	<del>822</del>	561 Starz Cinema HD East	<del>861</del>
504 HBO2 HD West	<del>804</del>	523 Showtime Next HD East	<del>823</del>	562 Starz Comedy HD East	<del>862</del>
505 HBO Signature HD East	<del>805</del>	525 Showtime Women HD East	<del>825</del>	563 Starz HD East	<del>863</del>
506 HBO Comedy HD East	<del>806</del>	527 Movie Channel Extra HD West	<del>827</del>	564 Starz Encore Action HD East	<del>864</del>
507 HBO Zone HD East	<del>807</del>	528 Showtime HD East	<del>828</del>	566 Starz Edge HD East	<del>866</del>
510 Cinemax HD West	<del>810</del>	529 The Movie Channel HD East	<del>829</del>		
511 Cinemax HD East	<del>811</del>	531 Showtime Too HD East	<del>831</del>		
513 MoreMax HD East	<del>813</del>	554 Starz in Black HD East	<del>854</del>		
514 ActionMax HD East	<del>814</del>	555 Starz Encore Black HD East	<del>855</del>		
515 ThrillerMax HD East	<del>815</del>	558 Starz HD West	<del>858</del>		

## Questions?

Call Broadband Services at 837-2670  
or Email [programming@vmsinc.org](mailto:programming@vmsinc.org)

# Broadband Subscriber Count Report

Subscriber Counts	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	YOY
DIGITAL	7,169	7,148	7,123	7,138	7,126	7,110	7,107	7,082	7,002	6,981	6,964	6,948	6,944	-3.24%
<b>Set-Top Boxes</b>														
DVR's	5,740	5,736	5,718	5,715	5,683	5,661	5,661	5,618	5,593	5,590	5,551	5,490	5,467	-4.99%
HD Standard	2,037	2,027	2,026	2,024	2,011	2,001	2,001	2,001	1,988	1,941	1,941	1,898	1,946	-4.68%
TiVo MG2	468	476	487	506	520	524	524	548	551	546	552	574	589	20.54%
TiVo Qi3	476	481	494	510	525	533	533	533	548	544	545	573	592	19.59%
HD DTA's	2,026	1,955	1,965	2,001	2,008	2,002	2,002	2,050	2,037	1,981	1,941	1,934	1,885	-7.48%
<b>PAY TV</b>														
HBO	847	842	839	842	833	815	803	800	785	776	763	749	742	-14.15%
Cinemax	116	117	112	110	110	111	112	111	114	110	111	110	108	-7.41%
Showtime	414	411	417	411	417	411	405	403	394	386	379	368	364	-13.74%
Starz/Encore	278	277	280	280	277	273	271	273	269	266	258	254	246	-13.01%
Playboy	17	17	18	17	15	18	18	17	17	15	16	15	16	-6.25%
<b>International</b>														
TV Asia	1	1	1	1	1	1	1	2	2	2	2	2	2	50.00%
CTI-Zhong Tian	15	15	14	14	14	14	14	14	14	14	14	14	13	-15.38%
Fillipino Channel	35	34	33	31	31	30	30	30	28	27	27	27	27	-29.63%
CCTV4	8	8	8	8	8	8	8	8	8	8	8	8	8	0.00%
Channel One Russia	10	10	9	11	9	9	9	9	9	9	9	9	9	-11.11%
TVKorea	12	11	11	11	11	10	10	10	9	9	9	9	9	-33.33%
TV5 Monde	26	25	25	25	25	25	25	25	25	23	22	22	22	-18.18%
RAI Italia	9	9	9	9	10	11	11	10	10	11	11	11	11	18.18%
TV Japan	54	55	55	55	55	56	57	58	60	59	58	59	60	10.00%
<b>Total International</b>	<b>170</b>	<b>168</b>	<b>165</b>	<b>165</b>	<b>164</b>	<b>164</b>	<b>165</b>	<b>166</b>	<b>165</b>	<b>162</b>	<b>160</b>	<b>161</b>	<b>161</b>	<b>-5.59%</b>
<b>High Speed Internet</b>														
15Mbps/3Mbps						4503	4495	4464	4,389	4389	4387	4361	4336	-3.85%
30Mbps/3Mbps						2611	2657	2648	2,602	2663	2679	2690	2700	3.30%
50Mbps/5Mbps						1782	1792	1829	1,839	1836	1838	1852	1857	4.04%
100Mbps/10Mbps						1550	1547	1569	1,559	1578	1619	1628	1663	6.79%
<b>Internet Total</b>	<b>10,303</b>	<b>10,350</b>	<b>10,364</b>	<b>10,401</b>	<b>10,463</b>	<b>10,446</b>	<b>10,491</b>	<b>10,510</b>	<b>10,389</b>	<b>10,466</b>	<b>10,523</b>	<b>10,531</b>	<b>10,556</b>	<b>2.40%</b>

# Programming Contracts Forecast Report



2021	2022	2023	2024	2025
\$3,752,088	\$4,049,363	\$4,241,713	\$4,444,935	\$4,626,505
<b>\$24.55</b> PMPM	<b>\$26.49</b> PMPM	<b>\$27.75</b> PMPM	<b>\$29.03</b> PMPM	<b>\$30.27</b> PMPM
	7.3% INCREASE	4.5% INCREASE	4.5% INCREASE	4% INCREASE

PMPM IS FOR PROGRAMMING FEES ONLY AND DOES NOT INCLUDE OPERATIONAL COSTS



Start Free Trial

\$69.99



Start Free Trial

\$35.00  
and Up



Start Free Trial

\$64.99  
and Up



Start Free Trial

\$64.99



Start Free Trial

\$64.99

# Internet

10,556 internet subscribers AUGUST 2021

10,523 internet subscribers JULY 2021

4,336 internet subscribers 15/3 Mbps \$23.50/month

2,700 internet subscribers 30/3 Mbps \$28.50/month

1,857 internet subscribers 50/5 Mbps \$38.50/month

1,663 internet subscribers 100/10 Mbps \$48.75/month

No price increase since 2014

- 67% of subscribers utilize 30/3 Mbps or less
- GRF shares revenue with West Coast Internet
- Non-assessment revenue YTD \$1,183,720.35