



**OPEN MEETING**

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

**Monday, November 21, 2022 – 1:30 p.m.  
Board Room / Virtual Hybrid Meeting**

**REPORT**

**Members Present:** Chair Joan Milliman; Directors Elsie Addington, Maggie Blackwell, James Cook, Anthony Liberatore; Alternate Cris Prince; Advisors Catherine Brians, Lynn Jarrett, Tom Nash, Carmen Pacella, Lucy Parker

**Members Absent:** Directors Moon Yun (excused), Ryna Rothberg; Advisor Theresa Frost (excused)

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

**Staff Present:** Eileen Paulin, Paul Ortiz, Ellyce Rothrock, 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 October 17, 2022**

Approved by unanimous consent.

**5. Chair's Remarks**

Chair Milliman commended the all-boards training and presentations on Friday, November 18. The meeting was recorded and will be available on the website.

**6. Member Comments**

There were no member comments during this portion of the meeting, but there were two member comments during the committee member comments.

## **Items for Discussion**

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

Ms. Paulin mentioned slides from the all-boards training presentation are available for board members who would like a copy.

She highlighted from the Media and Communications Activities Report:

- The October/November Village Breeze
- The weekly email blast to residents
- Reporting on Village elections
- Town hall for new fire station
- Focus groups preliminary report
- Volunteer luncheon
- Employee Excellence Awards
- Halloween morale building costume contest and potluck
- New resident orientations
- Docent tours
- Press releases sent weekly to the Globe

She discussed the results of the focus groups.

Director Addington mentioned the need for volunteers who speak multiple languages to help translate news and information for residents who speak English as a second language. Ms. Paulin concurred and mentioned that one of the focus groups included those individuals. A discussion ensued.

Director Skillman mentioned the afternoon Saturday docent tours are scheduled when the Village Library is closed. Ms. Rothrock explained that morning tours are less attended than afternoon tours. A discussion ensued.

### **8. Broadband Ad Hoc Committee Report – Eileen Paulin**

Ms. Paulin announced the next meeting will immediately follow today's MACC closed meeting. The subsequent meeting will be Tuesday, November 29, from 10 a.m. to 2 p.m. and will include lunch.

### **9. Website Ad Hoc Committee Report – Ellyce Rothrock**

Ms. Rothrock reported on a meeting with three potential vendors on November 15. She expects to receive proposals back from each of them.

### **10. Broadband Services Report – Paul Ortiz**

Mr. Ortiz highlighted:

- The Village YouTube subscriber count is up over 43% year-over-year.
- Bonus movies will be shown over the Thanksgiving holiday weekend.
- Subscriber counts are decreasing in general because people are increasingly using different devices.
- The two lowest tiers of internet services are down as people opt for higher

speeds.

- The A&E contract will expire Dec. 31, 2022, and is in negotiations.
- This year has been a successful political year for advertising revenue.

### **Items for Future Agendas**

Report on the focus groups

### **Concluding Business**

#### **Committee Member Comments**

Chair Milliman stated that she is looking into possibly having Globe newsstands at the Village Library and Community Center. The First Amendment might require us to include newsstands for all media who wish to be here if we allow newsstands for the Globe. This is under review by our legal counsel.

Advisor Jarrett commended the movie selections that go out to residents on Mondays, Fridays and Saturdays.

Advisor Briens stated she is happy to be part of this committee.

Advisor Pacella commended the meeting and suggested the Globe be delivered to every home in the Village. A discussion ensued.

Director Blackwell stated her interest in the results of the focus groups.

Director Skillman stated that she has been assigned to another committee and this would be her last meeting after 10 years on this committee.

Chair Milliman welcomed the new advisor and directors on the committee. She also thanked Director Skillman for her service on this committee.

Two members commented on the Globe suggestion. Ms. Deb Allen stated her support for the idea of getting the Globe out to the residents. Mr. Richard Rader also supported the idea.

**Date of Next Meeting – Monday, December 19, 2022, at 1:30 p.m.**

#### **Adjournment**

Chair Milliman adjourned the meeting at 2:33.

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