



OPEN MEETING

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

**Monday, April 15, 2024 - 3:30 p.m.
Board Room / Virtual Meeting**

Laguna Woods Village owners/residents are welcome to participate in all open committee meetings and submit comments or questions regarding virtual meetings using one of two options:

1. Join the committee meeting via a Zoom link at <https://us06web.zoom.us/j/82817619487> or by calling [669-900-6833](tel:669-900-6833), Access Code: 828-1761-9487.
2. Submit comments or questions via email to meeting@vmsinc.org any time before the meeting is scheduled to begin or during the meeting. Please use the name of the committee in the subject line of the email. Name and unit number must be included.

NOTICE AND AGENDA

THIS MEETING MAY BE RECORDED

1. Call to Order
2. Acknowledgment of Media
3. Approval of the Agenda
4. Approval of Meeting Report for January 15, 2024
5. Chair's Remarks
6. Member Comments

The comments of directors, staff, consultants or other guests during committee meetings are not comments of Golden Rain Foundation (GRF) and are only the speaker's opinions. The position of GRF is only that expressed in motions or resolutions which are adopted by the board of directors. Members may speak on subjects not on the agenda, but under this committee's jurisdiction. Member comments are limited to three minutes.

Items for Discussion:

7. Media and Communications Report – Ellyce Rothrock
8. Website Update – Ellyce Rothrock
9. Review of Revised Committee Charter – Joan Milliman

Items for Future Agendas:

- TBD

Concluding Business:

- Committee Member Comments
- Date of Next Meeting: Monday, July 15, at 1:30 p.m.
- Adjourn

*A quorum of the GRF board or more may also be present at the meeting.

Joan Milliman, Chair
Ellyce Rothrock, Staff Officer
Telephone: 949-268-2345

THIS PAGE INTENTIONALLY LEFT BLANK



OPEN MEETING

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

**Monday, January 15, 2024 – 1:30 p.m.
Board Room / Virtual Hybrid Meeting**

REPORT

Members Present: Chair Joan Milliman; Directors Maggie Blackwell, James Cook, Cris Prince, Peter Sanborn, Juanita Skillman, Georgiana Willis; Advisors Catherine Brians, Tom Nash, Carmen Pacella, Lucy Parker

Members Absent: Advisor Theresa Frost (excused)

Others Present: GRF — Jim Hopkins; United — Mickie Choi Ho, Ellen Leonard

Staff Present: Jennings Lai, Catherine Laster, Ellyce Rothrock

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.

During the Media and Communications report, Director Cook found a typo in the December 2023 iContact report on page 16 of 16 of agenda item 7. The open rate for the December 8 "What's Up in the Village" email blast was 54.85% not 554.80%, which changes the total open rate from 90.77% to 61.37%. The agenda will be corrected.

4. Approval of Report for September 18, 2023

Approved by unanimous consent.

5. Chair's Remarks

Chair Milliman welcomed the committee and introduced new member, Director Willis.

6. Member Comments

There were no member comments.

Items for Discussion

7. Media and Communications Report – Ellyce Rothrock

Ms. Rothrock highlighted from the Media and Communications Activities Report the various ways the Media and Communications Division communicates with Village residents, including, but not limited to:

- “What’s Up in the Village” weekly email blast
- lagunawoodsvillage.com
- The Village Breeze
- Targeted emails
- Special news emails
- Digital newsletters from the GRF, Third Mutual and United Mutual boards of directors
- Facebook posting
- Weekly press releases sent to the Globe
- CodeRED
- Literature racks throughout the Village
- Signage for all departments and divisions
- Village Television
- Village YouTube channel
- Message boards
- CEO reports at monthly board meetings
- CEO visits throughout the community
- Speaking engagements for department heads
- New resident orientation coordination
- Realtor open houses
- Maintenance and Construction and Manor Alterations open houses

Director Skillman asked about following up with individuals who unsubscribe from or complain about the electronic newsletters and a discussion ensued.

8. Website Ad Hoc Committee Report – Ellyce Rothrock

Ms. Rothrock updated the committee on discovery phase meetings between the contractor and staff, which have included discussions on creative strategy, user experience, design, navigation, wireframing, content migration, and resident and staff interviews. She listed some of the questions residents were asked in interviews conducted by contractor. Discussion ensued about the resident interviews.

Website Ad Hoc Committee meetings will resume once the discovery phase is complete and significant data can be shared from the discovery process.

9. Review of the Committee Charter – Joan Milliman

Chair Milliman discussed the restructuring of Media and Communications from a department to a division under the Office of the CEO. As such, the Television Studio, Broadband Services, Internet Services and Media Services are no longer under its purview and should be removed from the committee charter.

GRF President Hopkins stated that Broadband Services is now separate from Media and Communications and is in the process of becoming a standing committee. He took questions.

Chair Milliman read the charter and stated which phrases and paragraphs should be stricken. Discussion ensued.

Director Skillman stated that over the weekend HGTV ran ads for Village club events that advertised where to get tickets, but not that these events were for residents only. She stated that people have been showing up at the gates with tickets, but they are not residents or guests of residents. Discussion ensued about who should review ads to ensure they include a statement that these events are for residents and their guests only. Ms. Rothrock said she would discuss this with the TV Studio and Recreation. Advisor Parker recommended that staff from the TV Studio be part of this committee.

Director Cook recommended defining in the charter tasking in which the committee will be involved, such as the magazine and newsletters. Discussion ensued.

Ms. Rothrock clarified the content Media and Communications provides for TV6, including the message board and PowerPoint presentation decks to accompany appearances by directors, staff and outside entities like the City of Laguna Woods, the City of Laguna Beach and the Orange County Mosquito and Vector Control District.

Chair Milliman stated the committee will have a new charter before the next Media and Communications Committee meeting.

Director Willis asked about the impact of streaming on TV6 programming. Discussion ensued.

10. Goals for 2024 – Joan Milliman

Chair Milliman stated that the first goal is to create a new charter. Another is for more residents to receive their communications. Discussion ensued.

Director Skillman congratulated the PC Club for holding classes on how to use Village apps and the website. Ms. Rothrock concurred that the blast runs announcements of when those classes are held. Discussion ensued.

Advisor Brians asked whether the Village has an emergency notification system. Discussion ensued on CodeRED.

Director Cook recommended encouraging residents to go to a new resident orientation. Discussion ensued.

Items for Future Agendas

Revised Media and Communications Committee charter

Concluding Business

Committee Member Comments

Advisor Pacella thanked everyone for their hard work.

Director Sanborn, Director Blackwell and Advisor Parker reiterated the challenge of communications reaching everyone. Director Blackwell concurred with encouraging residents to attend a new resident orientation and suggested stating in the Globe that these orientations are open to all residents, but please RSVP first.

Ms. Rothrock stated the use of digital, television, print and social media platforms build redundancy of messaging. She introduced new staff member, Jennings Lai.

Ms. Lai stated the meeting and listening to everyone's comments was interesting.

Director Skillman asked when the January/February Village Breeze will be out. Ms. Rothrock stated the printer had some technical issues, but the magazine should be delivered by the end of the week.

Chair Milliman encouraged committee members to attend a new resident orientation and thanked everyone for attending today's meeting.

Date of Next Meeting – Monday, April 15, 2024, at 1:30 p.m.

Adjournment

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

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



STAFF REPORT

DATE: April 15, 2024
FOR: GRF Media and Communications Committee
SUBJECT: Media and Communications Activities Report – Jan-Mar 2024

RECOMMENDATION

Review Media and Communications report.

BACKGROUND

Media and Communications staff prepares a monthly report for MACC, which includes, but is not limited to, Media and Communications activities, communications projects, website management, analytics, docent tours, new resident orientations and more.

DISCUSSION

The website is updated daily via input from all departments, residents and clubs. Media and Communications maintains webmaster duties by writing, editing and posting content, which includes, but is not limited to, governance, news, club news, club updates, training, activities and calendars.

Media and Communications staff also continues to proactively engage, inform and share vital information with residents. The attached report presents engagement efforts through the iContact direct email service, through which flyers, newsletters and other tools are used to disseminate news and information. The average open and click rates illustrate interest and engagement in the content disseminated.

Workflow continues to be managed through the online project management system, Trello. The chart below shows the number of projects Trello tracked each month, the number of subscribers added to iContact, the number of documents posted and the number of news articles published to the website.

	Tracked	Subscribed	Documents	News Posts
Jan	105	89	76	29
Feb	89	20	115	44
Mar	101	268	76	53

Regular or serial publications completed by the Media and Communications team in January through March include:

- Village Breeze: January/February 2024 and March/April 2024 issues
- Employee Newsletter: February/March 2024 issue
- What's Up in the Village (Friday email blast): 13 editions
- Weekly press releases (x3) for the Globe: 13 weeks
- Golden Rain Foundation email blast: Three editions
- Third Mutual email blasts: 11 editions
- United Mutual email blasts: Six editions
- Garden Center email blasts: Three editions
- Golf email blasts: Two editions
- Real estate bulletin email blasts: Six editions

Media and Communications staff also maintains specific email lists for select recipients to allow for more targeted communication while reducing communication fatigue. Current specialized lists include pool users, golf cart owners, Garden Center plot holders and real estate professionals. Media and Communications also sends email communications to VMS employees and directors on each of the boards.

Key messages that Media and Communications delivered from January through March include:

January

- Challenge Yourself in 2024 (Swim from Maui to Kauai in 2024; ran twice in January)
- Contact Us After Hours (ran twice in January)
- Last Call for VMS Board Candidate
- Clubhouse 1 Project Update
- Prepare for Earthquakes
- United Town Hall Jan. 12
- 'Barbie' at the PAC (Catch 'Barbie' on the Big Screen at the PAC; ran twice in January)
- Get Help with Village Tech Tools
- Mobility and Stability (Stay Stable and Mobile; ran twice in January)
- Mamma Mia!
- Congrats to the 2023 Lap Challenge Winners!
- Paint and Pour
- Valentine's Dinner-Dance Tickets on Sale Jan. 17 (Enjoy Some Enchanted Evening; ran twice in January)
- Third Town Hall Jan. 24 (ran twice in January)
- Winter Village Bazaar (Don't Miss Tomorrow's Village Bazaar; ran three times in January)
- MemorialCare Informational Joint Replacement Expo (ran three times in January)
- Dog Licensing and Vaccination Day Feb. 1 (ran three times in January)

- AQMD Town Hall
- Enjoy the January/February 2024 Village Breeze
- Don't Hold On
- Day to Night Parking Passes
- Lane Closed at Gate 5 (Gate 5 Lane Remains Closed; ran twice in January)
- Hide It, Lock It or Lose It
- Nonresident Guest Security Reminders
- Experience the Heart of Rock and Roll (Hip to Be Square; ran twice in January)
- Celebrating 60 Years of the Village (60 Years: A Village Milestone Celebration; ran twice in January)
- Third Mutual Water Conservation Committee Special Guest
- Book Lovers, Rejoice! (ran twice in January)
- What Goes Where
- If They Poop, You Must Scoop
- Championship Football Game

February

- The 2024 LWAA Exhibit Awaits (Enter Your 2024 LWAA Exhibit Vote, 2024 Art Exhibit Voting Ends Soon!; ran four times in February)
- Roadwork Ahead
- AQMD Town Hall Postponed
- Clubhouse 1 Project Update (Clubhouse 1 Update; ran twice in February)
- Gate 5 Lane Remains Closed (Gate 5 Lane Update; ran two times in February)
- February Destination Shopping
- United Town Hall Feb. 9
- Championship Football Game (Catch Sunday's Championship Football Game; ran twice in February)
- 'Sliding Doors' at the PAC (ran twice in February)
- Enjoy an Enchanted Evening (ran twice in February)
- AARP Smart Driver Course (ran twice in February)
- 2024 Presidents' Day Hours (ran three times in February)
- What Do Other 55+ Communities Cost?
- Frequently Called Numbers
- Enroll in Alert OC Today
- Reporting Water Leaks (ran twice in February)
- Erin Go Bragh! (ran three times in February)
- SCE to Present on Rate Proposal (ran twice in February)
- ETWD Issues Winter 2024 Newsletter
- Feb. New Resident Orientation for Third Mutual
- VMS to Expand Employment Policy
- Maintain Mobility and Stability (ran twice in February)
- Sweet Caroline!
- GRF Board Calls for a Candidate

- Having Login Issues with DwellingLIVE?
- ETWD Construction Inbound
- SCE Proposes Rate Hike
- Enjoy a Delicious Easter Buffet
- Third Town Hall Feb. 28
- Alzheimer's/Dementia Caregiver Support Group
- Register for a Shelter-in-Place Event
- Free Household Hazardous Waste Pickups

March

- Great Entertainment Awaits at the PAC
- GRF Board Calls for a Candidate
- Third Seeks to Fill Board Vacancy (Last Week to Apply for Third Board Vacancy; ran five times in March)
- Clubhouse 1 Renovations Begin Monday (Clubhouse 1 Renovations Underway; ran twice in March)
- St. Patrick's and Easter Buffets (ran twice in March)
- ETWD Construction Reminder
- SCE Proposes Rate Hike
- Spring Village Bazaar Registration Starts Soon (The Spring Village Bazaar Is Coming, Nothing 'Bazaar' About It; ran three times in March)
- Gain Greater Mobility and Stability
- March Destination Shopping (ran twice in March)
- United Town Hall Mar. 8
- RSVP for Shelter-in-Place Event by Mar. 8
- AARP Smart Driver Refresher
- Group Offers Cancer Support
- SB 326 Balcony, Walkway Inspection Update (ran twice in March)
- LWAA 2024 Winning Artwork
- VMS Board Seeks United Representative (ran twice in March)
- Turn Ahead Time
- 2025 Budget Process
- March Health and Wellness Expo (March Health and Wellness Expo Is Tomorrow!; ran three times in March)
- Equestrian Center Egg-stravaganza (Happy Easter Weekend!; ran four times in March)
- Go Clubbing! (ran three times in March)
- Pro Shop Offers Merch for Everyone
- Advanced Care Planning 101 (ran twice in March)
- Outdoor Spring Cleanup
- Transition to Electronic Meeting Agendas (ran twice in March)
- Village Television Offers Live Streaming
- Enjoy a Delicious Easter Buffet

- Check Out the March/April Village Breeze
- Community Center Traffic and Parking
- Hip to Be Square
- Surf City Singers (ran twice in March)
- Yachty by Nature Docks at the PAC
- ETWD Issues Spring 2024 Newsletter
- Asbestos Abatement Feedback
- Let's Talk Trash
- Fire Extinguishers and Home Safety
- April Destination Shopping
- United Town Hall Apr. 12
- MemorialCare Event at Clubhouse 2

FINANCIAL ANALYSIS

None

Prepared By: Jennings Lai, Media and Communications Administrative Specialist

Reviewed By: Ellyce Rothrock, Supervisor of Media and Communications
Susan Logan-McCracken, Media and Communications Associate

ATTACHMENTS

- i. New Resident Orientations Report**
- ii. Workflow Report**
- iii. iContact Report**

NEW RESIDENT ORIENTATIONS

New resident orientations occur once a month for Third Mutual and quarterly for United Mutual. These charts show the number of new residents in attendance January through March 2024.

United Mutual

Date	Attendance	Director
Wednesday, January 10, 2024	22	Bok, Liberatore
Wednesday, April 3, 2024	16	Bok, Liberatore, Lee
Wednesday, July 10, 2024		
Wednesday, October 2, 2024		
	38	

Third Mutual

Date	Attendance	Director
Friday, January 19, 2024	21	Laws
Wednesday, February 21, 2024	4*	Cook
*A previously canceled event placed back on the books per Director Cook's request.		
Friday, March 15, 2024	19	Cook
Wednesday, April 17, 2024		
Friday, May 17, 2024		
Wednesday, June 19, 2024		
Friday, July 19, 2024		
Wednesday, August 21, 2024		
Friday, September 20, 2024		
Wednesday, October 16, 2024		
Friday, November 15, 2024		
Wednesday, December 18, 2024		
	44	

Workflow Report, January 2024

Media and Communications	Recreation
Worked on March/April Village Breeze	Produced January 2024 Village Bazaar flyers
Juried, coordinated, and posted placards for LWAA Exhibit	Produced January Paint and Pour flyers
Worked on Community (Docent) Tour Experience video	Produced Lap Challenge 2024 flyers
MACC meeting coordination	Produced Valentine Dinner Dance flyers
Produced activities report, agenda, minutes for MACC	Produced The Heart of Rock and Roll flyers
Edited, proofed, formatted documents for departments	Produced Guide Autobiography Class flyers
Proofed weekly board/committee meeting schedule	Produced Dog Licensing/Vaccination Day flyers
Produced and sent four Friday email blast (<i>weekly</i>)	Produced Super Bowl flyers
Produced and sent four Globe press releases (<i>weekly</i>)	Updated AARP Smart Driver Refresher course flyer
Posted regular Facebook posts	Edited/formatted Fitness Center trainer flyers
TV6 appearance for January/February Village Breeze	Worked on/distributed February Garden Center newsletter
Participated in weekly Urban Insight meetings	Worked on/distributed February Golf newsletter
Participated in MemorialCare anniversary celebration meeting	Updated various recreation webpages
Feedback interview with Urban Insight	Community Services
Attended/covered Workplace Violence Training event	Prepared real estate bulletins for distribution
Attended/covered History Center/Moulton Museum event	Distributed realtor information bulletin email blast
Captured Bright Ideas winner photo for employee newsletter	Edited/formatted Spring Real Estate Forum flyers
Produced TV6 PPT presentations for department directors	Distributed five Real Estate Forum email blasts
Maintained and updated email subscriber list	Posted monthly real estate sales reports
Board Relations	General Services
Edited/distributed five Third Mutual email blasts (<i>weekly</i>)	Produced/updated Destination Shopping flyer
Edited/distributed two United Mutual email blast (<i>bi-weekly</i>)	Posted four trading post car lists
Edited/formatted CEO correspondence	Financial Services
Produced four CEO PPT presentations	Updated basic assessment infographic
Produced CEO TV6 PPT presentations	Formatted 55+ cost comparison chart
Produced VMS PPT's for GRF, Third, and United Boards	Landscaping Services
Produced TV6 PPT's for GRF, Third, and United Boards	Produced PPT presentation for Landscaping
Produced United ACSC PPT presentation	Posted weekly Landscape maintenance schedules
Coordinated 1-10 United New Resident Orientation	Posted landscape document
Coordinated 1-19 Third New Resident Orientation	Security Services
Revised Third New Resident Orientation packet	Produced Cancer Support Group flyer
Updated All Boards Training handbook	Maintenance and Construction
Updated board of director photos and list on website	Produced TV6 PPT presentation for M&C
Updated corporations and committees document	Produced resale process flow chart for Manor Alterations
Posted three Third Mutual policies	Posted M&C Project Log
Posted litigation letters and documents	Webmaster
Human Resources	Posted 10 club events/updates and trained one webmaster
Worked on February/March Employee Newsletter	Posted 76 documents to the website
Worked with designer for Employee Newsletter redesign	Published 29 news articles to the website

Workflow Report, February 2024

Media and Communications	Recreation
Worked on March/April Village Breeze	Produced St. Patrick's Day Buffet flyers
Coordinated LWAA Exhibit 2024 Reception	Produced Easter Buffet flyers
Completed Community (Docent) Tour Experience video	Produced Easter at the Equestrian Center flyer
Edited, proofed, formatted documents for departments	Produced March Health and Wellness flyers
Proofed weekly board/committee meeting schedule	Produced Village Bazaar flyers
Produced and sent four Friday email blast (weekly)	Produced March/April PAC schedule flyer
Produced and sent five Globe press releases (weekly)	Updated AARP Smart Driver Refresher course flyer
Posted regular Facebook posts	Distributed Garden Center 2-21 email blast
TV6 appearance for LWAA Exhibit 2024	Edited/formatted Golf Operating Rules
Participated in weekly Urban Insight meetings	Edited golf event email blast
Participated in MemorialCare anniversary celebration meetings	Produced various signage
Worked on Village Breeze index	Updated various recreation webpages
Maintained and updated email subscriber list	Community Services
Board Relations	Prepared real estate bulletin for distribution
Edited/distributed four Third Mutual email blasts (weekly)	Distributed realtor information bulletin email blast
Edited/distributed two United Mutual email blast (bi-weekly)	Posted monthly real estate sales reports
Distributed one GRF email blast	General Services
Produced two CEO PPT presentations	Produced March Destination Shopping flyer
Produced PPT presentation for Third Board	Posted Village Television movie and programming guides
Produced TV6 PPT presentation for Third Board	Posted 2024 channel guides
Produced two United ACSC PPT presentations	Posted trading post car list
Coordinated 2-21 Third New Resident Orientation	Security Services
Substantially edited Third Mutual's documents landing page	Updated Health Optimal Aging Series lecture flyers
Edited/formatted CEO correspondence	Edited/formatted six documents for DPTF Shelter in Place
Edited/proofed GRF board vacancy application	Edited/formatted registration form for DPTF Shelter in Place
Reviewed United-appointed VMS board candidate packet	Maintenance and Construction
Reviewed Third board vacancy application	Proofed/formatted four SB 326 Inspection Schedules
Updated board of directors list on website	Posted two M&C Project Logs
Posted two United Mutual policies	Human Resources
Posted one Third Mutual policy	Produced PPT presentation for Human Resources
Posted litigation letters and documents	Worked on February/March Employee Newsletter
Financial Services	Captured Bright Ideas winner photo for Employee Newsletter
Produced three PPT presentations for Financial Services	Webmaster
Landscaping Services	Posted seven club events and updates
Posted weekly Landscape maintenance schedules	Posted 115 documents to the website
Posted four landscape documents	Published 44 news articles to the website

Workflow Report, March 2024

Media and Communications	Recreation
Completed March/April Village Breeze	Produced Surf City Singer flyers
Worked on May/June Village Breeze	Produced Mother's Day Buffet flyers
Voting and reception coordination for LWAA Exhibit 2024	Produced Yachty by Nature flyers
Worked on MACC meeting activities reports	Produced Club Expo flyers
Edited, proofed, formatted documents for departments	Produced Kentucky Derby flyers
Proofed weekly board/committee meeting schedule	Produced PAC May-August Movies flyers
Produced and sent five Friday email blast (weekly)	Updated AARP Smart Driver Refresher course flyer
Produced and sent four Globe press releases (weekly)	Updated Laughter Yoga flyer
Posted regular Facebook posts	Worked on/distributed March Garden Center newsletter
Participated in weekly Urban Insight meetings	Worked on/distributed March Golf newsletter
Participated in MemorialCare anniversary celebration meeting	Produced various signage
Participated in Bucketlist planning meetings	General Services
Coordinated Bucketlist ambassadors	Posted Village Television movie and programming guides
Attended/covered One Song Choir event	Posted updated 2024 channel guides
Completed Village Breeze Index	Posted three trading post car lists
Posted Community (Docent) Tour Experience video	Financial Services
Worked with IS to troubleshoot website server error	Produced 13 PPT presentations for Financial Services
Maintained and updated email subscriber list	Landscaping Services
Board Relations	Proofed Landscaping ticket process chart
Edited/distributed three Third Mutual email blasts	Posted weekly Landscape maintenance schedules
Edited/distributed two United Mutual email blast (bi-weekly)	Security Services
Edited/distributed one GRF email blast	Produced PPT presentation for PDTF Shelter in Place event
Produced two CEO TV6 PPT presentations	Edited/posted Pet Disaster Preparedness Plan
Produced TV6 PPT's for United and GRF board directors	Updated Emergency Operations Center Activation Guide
Coordinated 3-15 Third New Resident Orientation	Maintenance and Construction
Organize meet/greet w/ State Assembly member Diane Dixon	Edited/formatted asbestos FAQ for Manor Alterations
Edit/review United/GRF board ballots	Posted three M&C Project Logs
Posted Third, United, GRF financials	Webmaster
Posted three Third Mutual policies	Posted 14 club events and updates
Updated board list on website	Posted 76 documents to the website
Community Services	Published 53 news articles to the website
Prepared real estate bulletins for distribution	Human Resources
Distributed realtor information bulletin email blast	Completed/distributed February/March Employee Newsletter
Revise Certificate of Interest statement for Manor Alterations	Worked on April/May Employee Newsletter
Edited/distributed March Real Estate Forum Q&A	Prepared communications plan for Bucketlist launch
Posted February monthly resale reports	

Golden Rain Foundation of Laguna Woods
 Media and Communications Committee
 April 15, 2024

iContact Report, January 2024

Date	Title	Contacts	Open	Clicks	No Info	Bounce	Smartphone	Tablet	Computer	Unsubscribe	Complain		
1/31/24	From the President of Third: Manor Leasing Activity in Third Mutual	4,376	65.45%	0.77%	34.21%	0.34%	28%	9%	63%	2	0		
1/30/24	Pool 1 Closed Temporarily for Critical Maintenance	16,031	53.08%	3.48%	46.08%	0.84%	34%	3%	63%	7	3		
1/26/24	What's Up in the Village	16,307	49.01%	38.90%	50.18%	0.81%	39%	5%	57%	7	0		
1/24/24	From the President of United: Proud Stewards of a Valuable Urban Forest Canopy	3,851	64.29%	1.86%	34.87%	0.83%	37%	5%	58%	3	0		
1/24/24	From the President of Third: Preparing for an Unexpected Power Outage	4,375	65.51%	1.54%	34.03%	0.46%	26%	9%	65%	2	0		
1/22/24	Save the March Date: Village Spring Real Estate Forum	503	53.28%	4.10%	44.93%	1.79%	9%	0%	91%	0	0		
1/19/24	What's Up in the Village	16,306	49.03%	42.18%	50.21%	0.76%	42%	5%	53%	7	4		
1/17/24	From the President of Third: Members' Top Priorities for the Third Board	4,371	65.23%	0.46%	34.25%	0.53%	26%	12%	61%	2	0		
1/12/24	What's Up in the Village	16,306	47.19%	38.17%	52.11%	0.70%	39%	6%	54%	15	2		
1/12/24	VMS Apologizes for Email Sent to Third in Error	4,353	59.57%	0.00%	40.09%	0.34%	29%	10%	61%	0	0		
1/11/24	From the President of United: Where Does All the Waste Go?	3,837	62.94%	4.02%	36.12%	0.94%	34%	4%	62%	4	1		
1/10/24	From the President of United: Where Does All the Waste Go?	4,371	59.80%	1.91%	39.90%	0.30%	30%	6%	64%	3	0		
1/10/24	From the President of Third: Proposed New Barbecue Policy for Third	4,372	66.22%	17.34%	33.37%	0.41%	24%	9%	68%	1	0		
1/9/24	From the GRF Board: Exciting News About the Clubhouse 1 Renovation Project	16,028	53.13%	2.30%	46.14%	0.74%	25%	5%	70%	11	4		
1/8/24	Save the March Date: Village Spring Real Estate Forum	505	54.65%	3.26%	43.96%	1.39%	5%	0%	95%	1	0		
1/5/24	What's Up in the Village	16,332	55.00%	37.16%	44.20%	0.80%	34%	8%	58%	8	1		
1/3/24	From the President of Third: Requesting Your Top Priority for the Third Board	4,353	65.98%	0.91%	33.43%	0.60%	22%	9%	69%	2	1		
1/2/24	Laguna Woods Village December 2023 Information Bulletins	503	59.84%	19.27%	38.97%	1.19%	20%	1%	79%	0	0		
		Total	Averages									Totals	
		137,080	58.29%	12.09%	40.95%	0.77%	27.94%	5.89%	66.17%	75	16		

Golden Rain Foundation of Laguna Woods
 Media and Communications Committee
 April 15, 2024

iContact Report, February 2024

Date	Title	Contacts	Open	Clicks	No Info	Bounce	Smartphone	Tablet	Computer	Unsubscribe	Complain	
2/28/24	From the President of Third: The Importance of Having Your Own HO-6 Policy	4,370	65.74%	0.42%	33.73%	0.53%	27%	7%	66%	0	0	
2/26/24	Don't Miss Next Week's March 6 Village Spring Real Estate Forum	500	54.40%	2.57%	44.00%	1.60%	18%	0%	82%	1	0	
2/23/24	What's Up in the Village	16,232	48.01%	36.57%	51.24%	0.75%	37%	5%	58%	7	1	
2/23/24	Temporary Closure of Laundry Room 51 for Essential Maintenance	10	70.00%	0.00%	30.00%	0.00%				0	0	
2/21/24	Please read: Garden Center Operating Rules	788	78.81%	43.96%	20.43%	0.76%	31%	6%	63%	4	0	
2/21/24	From the President of United: Gate Ambassadors and Gateways	3,851	69.05%	5.57%	30.17%	0.78%	35%	7%	58%	2	0	
2/21/24	From the President of Third: Moisture Alarms Can Help Prevent Damages and Costs	4,373	65.47%	0.49%	34.14%	0.39%	36%	10%	54%	4	0	
2/19/24	Two Weeks Until the March 6 Village Spring Real Estate Forum	501	55.69%	2.15%	43.11%	1.20%	17%	0%	83%	1	0	
2/16/24	What's Up in the Village	16,248	55.41%	39.59%	43.77%	0.82%	35%	7%	58%	11	2	
2/13/24	From the GRF President: Funding, Reinvesting and Shepherding GRF Reserves	15,971	52.91%	1.09%	46.33%	0.76%	29%	5%	66%	12	1	
2/9/24	2023 United Property Tax Letter Feedback	3,838	76.19%	0.21%	23.03%	0.78%	32%	5%	63%	1	0	
2/9/24	What's Up in the Village	16,266	50.12%	43.67%	49.12%	0.76%	36%	7%	57%	9	1	
2/7/24	From the President of United: The Arithmetic of 1%	3,853	67.30%	1.16%	31.95%	0.75%	40%	4%	55%	5	2	
2/7/24	From the President of Third: An Overview of Third's Compliance Processes	4,375	66.24%	2.52%	33.35%	0.41%	26%	10%	64%	0	0	
2/6/24	URGENT: Laguna Woods Village Special News Bulletin	502	70.92%	24.16%	28.09%	1.00%	29%	0%	71%	0	0	
2/6/24	Resident Services Currently Experiencing High Call Volume	15,971	57.60%	0.05%	41.63%	0.77%	35%	7%	58%	13	0	
2/5/24	RSVP to the March 6 Village Spring Real Estate Forum	502	59.36%	5.03%	39.84%	0.80%	54%	0%	46%	1	0	
2/2/24	What's Up in the Village	16,289	49.83%	42.50%	49.44%	0.73%	36%	6%	58%	6	2	
2/1/24	Laguna Woods Village January 2024 Information Bulletins	504	59.72%	21.93%	39.09%	1.19%	18%	0%	82%	1	0	
2/1/24	Garden Center Newsletter - February 2024	795	75.85%	48.76%	22.39%	1.76%	42%	3%	55%	1	0	
		Total	Averages								Totals	
		125,739	62.43%	16.12%	36.74%	0.83%	32.26%	4.68%	63.00%	79	9	

Golden Rain Foundation of Laguna Woods
 Media and Communications Committee
 April 15, 2024

iContact Report, March 2024

Date	Title	Contacts	Open	Clicks	No Info	Bounce	Smartphone	Tablet	Computer	Unsubscribe	Complain	
3/29/24	What's Up in the Village	16,358	46.23%	37.84%	53.00%	0.77%	41%	5%	53%	6	0	
3/27/24	From the President of Third: Turf Replacement Update	4,368	58.49%	0.59%	40.93%	0.57%	32%	9%	59%	5	1	
3/22/24	What's Up in the Village	16,378	45.98%	39.35%	53.20%	0.82%	38%	6%	56%	7	1	
3/20/24	From the President of United: How United Stays So Good Lookin'	3,848	65.93%	3.19%	33.32%	0.75%	48%	6%	46%	1	1	
3/20/24	From the President of Third: 2025 Budget Preparation Meetings	4,377	63.33%	1.33%	36.03%	0.64%	29%	7%	64%	3	1	
3/15/24	URGENT: Laguna Woods Village Special News Bulletin	499	66.13%	21.21%	32.67%	1.20%	30%	1%	70%	0	0	
3/15/24	What's Up in the Village	16,378	48.52%	39.21%	50.69%	0.79%	39%	6%	55%	7	1	
3/13/24	URGENT: Laguna Woods Village Special News Bulletin	499	67.94%	33.04%	30.86%	1.20%	21%	0%	79%	1	0	
3/13/24	From the GRF President: Your Input Critical to the Village's Future	15,924	55.92%	1.57%	43.32%	0.75%	31%	6%	63%	18	3	
3/13/24	From the President of Third: Information About Maintenance Projects in Third	4,355	65.17%	14.55%	34.35%	0.48%	31%	6%	63%	2	0	
3/12/24	Garden Center Newsletter - March 2024	819	74.48%	40.66%	23.81%	1.71%	40%	5%	56%	1	0	
3/8/24	What's Up in the Village	16,404	55.23%	35.81%	43.97%	0.80%	36%	7%	57%	9	4	
3/7/24	From the President of United: Up on the Roof	3,835	67.95%	0.73%	31.37%	0.68%	39%	5%	56%	1	0	
3/4/24	Employee Newsletter February/March 2024	33	66.67%	54.55%	33.33%	0.00%	10%	0%	90%	0	0	
3/4/24	Employee Newsletter February/March 2024	640	62.50%	54.50%	35.16%	2.34%	12%	0%	88%	1	0	
3/1/24	What's Up in the Village	16220	49.19%	41.65%	50.08%	0.73%	39%	7%	54%	4	0	
3/1/24	Laguna Woods Village February 2024 Information Bulletins	499	61.72%	14.94%	37.07%	1.20%	31%	0%	69%	1	0	
		Total	Averages								Totals	
		121,434	60.08%	25.57%	39.01%	0.91%	32%	4%	63%	67	12	

RESOLUTION 90-20-XX
Golden Rain Foundation of Laguna Woods
Media and Communications Committee Charter

WHEREAS, the Media and Communications Committee (formerly the Broadband Committee) has been established pursuant to Article 7, Section 7.1.1 of the Bylaws of the Corporation; and

WHEREAS, this Charter has not been updated since **January 7, 2020**.

NOW THEREFORE BE IT RESOLVED, **April XX, 2024**, that the Board of Directors of this Corporation hereby assigns the duties and responsibilities of this Media and Communications Committee as follows:

1. Comply with Resolution G-9-95, "General Duties of Standing Committees," adopted October 3, 1989:
 - i. Advise and recommend to the Board, goals, policies and expectations in the committee's area of concern, and in management's divisional performance, for the purpose of evaluating ongoing experience; these goals, policies and expectations should be quantifiable or otherwise measurable, wherever possible and appropriate.
 - ii. Assure mutual understanding between committee and respective management division, of approved goals, policies and expectations.
 - iii. Keep informed generally regarding the extent and quality of operational performance.
 - iv. Seek an acceptable level of congruence among board expectations, management performance and, generally, resident experience and desire.
 - v. Seek optimum benefit/cost results in the committee's area of concern.
 - vi. Review on a continuing basis the long-range needs of the Laguna Woods Village community, its residents, facilities, services and programs, within the committee's area of concern, and develop information that will assist this corporation, or the housing corporations, in addressing anticipated future needs within their areas of responsibility. Forward recommendations and information based on said review to the Board of directors of this corporation, or to other governance entities as appropriate.

COMMITTEE'S AREAS OF CONCERN

2. Promote two-way communications within the community by every medium available.
3. Serve as liaison between the GRF Board of Directors and the Media and Communications Division.
4. Work with GRF committees and GRF Board of Directors on matters related to areas of responsibility in this Charter.

6. Review the capital requirements, service levels, and projected revenue related to the GRF Media and Communications Division, other activities referenced in this Charter, and make recommendations to the GRF Board for approval.
7. Review all non-budgeted requests originated by the GRF Board, the Media and Communications Division, or the CEO, and recommend appropriate action to the Finance Committee and GRF Board, respectively, for approval.
8. Direct the managing agent to implement capital plan projects per Board-approved scope of work.
9. Serve as a liaison between the GRF Board and the managing agent to ensure that communications services are appropriate for the intended services. Make recommendations to all Boards, as necessary.
10. Perform such other duties as may be assigned by the GRF Board of Directors within the Media and Communications Division scope of work.

RESOLVED FURTHER, that Resolution 90-19-04, adopted **January 7, 2020**, is hereby superseded and canceled; and

RESOLVED FURTHER, that the officers and agents of this corporation are hereby authorized on behalf of the corporation to carry out the purpose of this Resolution.