



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 President Jim Hopkins

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