



**OPEN MEETING**

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

**Monday, May 15, 2023 – 1:30 p.m.  
Board Room / Virtual Hybrid Meeting**

**REPORT**

**Members Present:** Chair Joan Milliman; Directors Elsie Addington, Margaret Bennett, Maggie Blackwell, James Cook, Cris Prince, Sue Quam; Advisors Catherine Brians, Theresa Frost, Carmen Pacella, Lucy Parker

**Members Absent:** Advisor Tom Nash (excused)

**Others Present:** Debbie Allen, Bunny Carpenter, Cynthia Rupert, Juanita Skillman, 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 March 20, 2023**

Approved by unanimous consent.

**5. Chair's Remarks**

Chair Milliman welcomed committee members.

## **6. Member Comments**

Catherine Brians discussed sponsorship for reprinting the Friendship, Serpentine and Aliso Creek walking guides. Discussion ensued.

Russell McMurtray discussed an issue with the cable service in his manor. Mr. Ortiz addressed his issue and said he would send a technician to his manor to investigate.

## **Items for Discussion**

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

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

- The mutual email blasts
- The latest Village Breeze
- Clarification about free mulch services
- Opting out of paper mailings
- Recreation and Special Events Department flyers
- Driving range closures
- Work on the ad hoc committees

Director Quam asked about publicizing town hall meetings in the “What’s Up in the Village” email blast. Discussion on the process ensued.

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

Ms. Paulin discussed the meeting that will be held in the board room immediately following this meeting. She discussed the importance of confidentiality until GRF works through the unknowns and is ready to roll out the education component. She mentioned educational efforts already made to prepare residents for the future of broadband, including Village Breeze articles, Village Television’s “Let’s Talk Tech” with Debbie Dotson, and Mr. Ortiz’ presentations to the Video Club and PC Club.

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

Ms. Rothrock reviewed the tasking and meetings involved in requesting and evaluating vendor proposals. She estimated that the committee would make a recommendation on a final vendor at the next meeting on May 22.

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

Mr. Ortiz highlighted from the subscriber report:

- Village Television YouTube subscriber counts continue to increase.
- Set-top box rentals, premium channels and pay services continue to decrease.

Mr. Ortiz announced that Village Television’s “This Day” host Lisa Hart is retiring. Two new hosts will work with Ms. Hart in the next few weeks before she leaves the program in mid-June.

He discussed his presentation on the direction of broadband services that he gave to the PC Club and will possibly give to other groups this year.

**Items for Future Agendas**

TBD

**Concluding Business**

**Committee Member Comments**

Mr. Ortiz thanked the group and commended the ongoing educational efforts.

Ms. Rothrock commended staff for all the tasking accomplished.

Ms. Paulin discussed the numbers and commended the team.

Director Addington thanked the group.

Director Blackwell discussed including "Let's Talk Tech" in the Friday email blast.

Director Quam asked if Mr. Ortiz' presentation to the Video Club was recorded. He answered that it was and can be viewed on Village Television's YouTube channel by searching Video Club. Director Quam asked about giving this presentation at a United town hall. Discussion ensued.

Advisor Parker discussed a booklet for clubs on how to run fundraising campaigns and publicize them.

Advisor Pacella thanked staff members for all the work they do.

Advisors Brians and Frost reiterated the importance of the educational process.

Ms. Paulin discussed the 60th anniversary of Laguna Woods Village next year. Discussion ensued.

Chair Milliman thanked staff for taking on the extra work of the ad hoc committees.

**Date of Next Meeting – Monday, July 17, 2023, at 1:30 p.m.**

**Adjournment**

Chair Milliman adjourned the meeting at 2:36 p.m.

  
Joan Milliman, Chair  
Media and Communications Committee