



OPEN MEETING

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

**Monday, September 18, 2023 – 1:30 p.m.
Board Room / Virtual Hybrid Meeting**

REPORT

Members Present: Chair Joan Milliman; Directors Margaret Bennett, Maggie Blackwell, James Cook, Cris Prince, Sue Quam, Juanita Skillman (alternate for Elsie Addington); Advisors Catherine Brians, Tom Nash, Carmen Pacella, Lucy Parker

Members Absent: Director Elsie Addington (excused); Advisor Theresa Frost (excused)

Others Present: GRF – Bunny Carpenter, Egon Garthoffner, Martin Roza
Third – S.K. Park
VMS – Debbie Allen

Staff Present: Robert Carroll, Catherine Laster, Susan Logan-McCracken, Paul Ortiz, Joana Rocha, 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.

4. Approval of Report for July 17, 2023

Approved by unanimous consent.

5. Chair's Remarks

Chair Milliman announced that the September/October Village Breeze is out. She welcomed Robert Carroll, General Services Director, who then introduced himself.

6. Member Comments

There were no member comments.

Items for Discussion

7. Media and Communications Report – Ellyce Rothrock

Ms. Rothrock held up the latest issue of the Village Breeze and read through highlights from the Media and Communications Activities Report.

8. Website Ad Hoc Committee Report – Ellyce Rothrock

Ms. Rothrock updated the committee on the contract with Urban Insight and stated that Information Services Director Chuck Holland will be in charge of the project, while she and Ms. McCracken will handle the day-to-day updating of the website.

9. Broadband Ad Hoc Committee Report – Paul Ortiz

Mr. Ortiz announced new Broadband Ad Hoc Committee Chair Martin Roza and updated the committee on the contract with The Broadband Group, who reached out to a list of potential providers that the ad hoc committee will review at 3:30 p.m. today.

10. Broadband Services Report – Paul Ortiz

Mr. Ortiz highlighted from the subscriber counts report:

- Village Television's YouTube channel subscriber counts continue to increase
- The use of set-top boxes is trending downward
- Pay services continue to decrease
- The higher speeds in internet subscriptions are increasing, while the lowest speed is decreasing

Mr. Ortiz gave a presentation on skyrocketing re-transmission fees, the programming landscape and expiring contracts.

Mr. Roza commented about the cable programming landscape and asked about the future of streaming costs. Discussion ensued.

Another discussion ensued on educating residents on how they can save money by purchasing the streaming app rather than paying the retail rate contractually offered to the community.

Mr. Ortiz then presented a staff report on adding NewsNet and Sports News Highlights to Village Television's current lineup for the period of November 1, 2023, through November 1, 2026, at no cost to GRF. All associated equipment and transmission costs will be the responsibility of Bridge Media Networks.

Chair Milliman entertained a motion. Juanita Skillman made a motion to recommend the approval of a contract with Bridge Media Networks to add NewsNet and Sports News Highlights to Village Television's current programming lineup for the period of November 1, 2023, through November 1, 2026, at no cost to GRF. All associated equipment and transmission costs will be the responsibility of Bridge Media Networks. Margaret Bennett seconded the motion, which carried unanimously.

Items for Future Agendas

TBD

Concluding Business

Committee Member Comments

Advisor Brians commended Village Television's longevity.

Advisor Parker commended the meeting and discussed the Village Community Fund's publicity guide for Village clubs.

Director Quam commended the staff for all the communications work completed every month.

Director Blackwell stated it was good to hear about the NewsNet channel.

Director Skillman discussed the Disaster Preparedness Task Force and reminded everyone to shelter in place if there is a disaster and not go to the clubhouses.

Director Cook recommended including information about streaming in the "What's Up in the Village" email blast and in the new resident orientation packets.

Mr. Carroll stated he looks forward to working with the committee.

Advisor Pacella thanked the committee for the work that they do.

Ms. McCracken introduced Ms. Rocha, who will assist with meeting coordination.

Date of Next Meeting – Monday, November 20, 2023, at 1:30 p.m.

Adjournment

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

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