



OPEN MEETING

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

**Monday, October 17, 2022 – 1:30 p.m.
Board Room / Virtual Hybrid Meeting**

REPORT

Members Present: Chair Joan Milliman; Directors Maggie Blackwell, James Cook, Juanita Skillman; Advisors Carmen Pacella, Lucy Parker

Members Absent: Directors Annie McCary, Ryna Rothberg; Advisors Theresa Frost, Lynn Jarrett, Tom Nash

Others Present: Bunny Carpenter

Staff Present: Eileen Paulin, 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 September 19, 2022

Approved by unanimous consent.

5. Chair's Remarks

Chair Milliman welcomed everyone in attendance and stated that a special closed session will take place in the Sycamore Room following this open meeting and a short recess.

6. Member Comments

None.

Items for Discussion

7. Media and Communications Report – Eileen Paulin

Ms. Paulin asked the committee if they had any questions on the Media and Communications Activities Report.

Ms. Paulin stated that Paul Ortiz received an Employee Excellence Award and that the awards ceremony is occurring during this meeting. However, he could not be here today because he was attending an industry conference. He has done an outstanding job in stepping into the Broadband Services general manager role.

Ms. Paulin discussed the board training on November 18.

Director Skillman asked whether the number of prospective residents in attendance on the docent tours included new residents. A discussion ensued that they are mostly prospective residents but some new residents may be included in that number if spaces on the tour buses are available.

Director Cook asked about the change in time from 4:30 to 5 p.m. on the October 19 Third Mutual new resident orientation. Staff confirmed that the time changed for this new resident orientation only. The October 20 docent tour starts at 9 a.m. in the Elm Room.

8. Broadband Ad Hoc Committee Report – Eileen Paulin

Ms. Paulin discussed the upcoming meeting following MACC in the Sycamore Room. She reported that in the last meeting The Broadband Group (TBG) gave a presentation on their work in the past 18 months. TBG's financial analyst will join today's meeting.

9. Website Ad Hoc Committee Report – Eileen Paulin

Ms. Paulin reported that we're waiting on the RFP to move forward and that we received great feedback from the focus groups on the website, which she will present at the VMS board meeting on November 2.

10. Broadband Services Report – Eileen Paulin

Ms. Paulin highlighted from the Subscriber Counts report:

- Internet use has been growing and in September 2022 increased to 10,896 subscribers.
- Premium channel subscriptions are continuing to decline.
- Foreign language channels are up.

She also discussed the positive feedback from residents regarding Broadband Services technicians and customer service.

Items for Future Agendas

Status of expanding docent tours to Saturdays

Concluding Business

Committee Member Comments

None

Date of Next Meeting – Monday, November 21, 2022, at 1:30 p.m.

Adjournment

Chair Milliman adjourned the meeting at 1:52 p.m.

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