



OPEN MEETING  
THE GOLDEN RAIN FOUNDATION  
MEDIA AND COMMUNICATIONS COMMITTEE  
Monday, April 20, 2020 at 1:30 p.m.  
Laguna Woods Village Community Center  
Virtual Meeting  
24351 El Toro Road, Laguna Woods, CA 92637

REPORT

- MEMBERS PRESENT:** Chair Annette Sabol Soule, Directors Elsie Addington, Pat English, Lynn Jarrett, Annie McCary, Ryna Rothberg, Juanita Skillman and Beth Perak, and Advisors Tom Nash, Carmen Pacella and Frank Tybor
- MEMBERS ABSENT:** Director Craig Wayne
- OTHERS PRESENT:** None
- STAFF PRESENT:** Eileen Paulin, Jackie Kupfert, Susan Logan-McCracken and Ellyce Rothrock

1. **Call to Order**  
Meeting was called to order at 2:04 p.m.
2. **Acknowledgement of Media**  
No media were present.
3. **Approval of the Agenda**  
Agenda was approved with items to include in future agendas.
4. **Approval of Meeting Report from February 19, 2020**  
Approved.
5. **Chair's Remarks**  
During the past two months VMS Director Eileen Paulin and her team have done an extraordinary job dealing with COVID-19, the Ayres Hotel situation and launching the second edition of the Village Breeze magazine.

Eileen has been committed to reaching all residents via Village TV, the website, eblasts, What's Up in the Village, the Village Breeze magazine and email communications while learning more about COVID-19 daily. Village TV has done an extraordinary job communicating to our Village residents COVID-19 updates during these stressful times.

Keep in mind that these communications only occurred with lots of laborious doing by

Eileen and her staff.

GRF is extremely grateful for the commitment and excellent work Ms. Paulin and her team have provided and continue to provide during this pandemic.

**6. Member Comments (Items not on the Agenda)**

None.

**REPORTS:**

**7. Marketing and Communications – Eileen Paulin**

Ms. Paulin thanked Chair Soule for her nice comments. She acknowledged Ellyce Rothrock and TV6 staff, including Paul Ortiz and Lisa Hart, for working weekends to keep residents abreast of all updates and to disseminate information.

The newsletters have been timely. The Village Breeze is scheduled to come out on time. The Media and Communications staff is working with many departments to ensure all deadlines are met.

To create a web resource of coronavirus information and serve in future emergencies, the department launched a microsite, [lagunawoodsvillagealerts.com](http://lagunawoodsvillagealerts.com), that can be accessed from the main website homepage through a link.

Ms. Paulin also outlined how her staff is working with the Recreation Department to create a virtual recreation experience. A physical trainer is creating videos for exercise at home. Golf Manager Tom McCray did videos for golf instruction at home.

The staff has also been sending out reminders to fill out the Census form, as it is critical for federal government funding.

Southern California Edison has cancelled many of its planned power outages.

Ms. Paulin reported on COVID-19: Ayres Hotel canceling use of its facility to house the homeless with COVID-19. She also thanked CBS2 for a supportive stance on the Ayres Hotel situation. Laguna Hills was not successful in blocking the hotel for that use in their area. Jeff Parker is speaking three days a week to residents via Village TV throughout the pandemic, and the message boards are updated regularly. There are no docent tours/new resident tours at this time.

Ms. Paulin stated that the focus right now is face masks. Bus drivers and many of the staff in general have been supplied with masks. The Foundation of Laguna Woods provided opportunities to distribute masks. The department ordered eight sewing machines for the Sewing Club to make cloth masks in their homes. The department is working on a way to deliver 20,000 disposable masks that may involve using the building captains to help. This is a fluid process and will be solidified soon. Residents must understand the requirements of staff utilizing masks and PPE; Media and Communications will be sending this information. Chair Soule inquired as to delivering two to each unit in the Towers. Ms. Paulin stated Director Rothberg had delivered cloth masks, and staff will ensure disposable masks are delivered. Director Addington inquired as to whether disposable masks are for all or just bus drivers. Ms. Paulin stated for all residents and will inform the community on dissemination procedures.

Ms. Paulin stated Mr. Holland and his team has been working 24/7 on keeping residents

and staff connected via internet and broadband.

Ms. Paulin mentioned that not officially started due to COVID-19. Broadband Consultant start date would be delayed; looking at June.

Ms. Paulin stated an update on the consultant group contract for Broadband is ready to be signed; however, they cannot begin, as travel is restricted due to COVID-19. The project will begin once restrictions are lifted.

Ms. Paulin stated ad revenues are down a bit at this time, but our regular supporters are still advertising.

Director Skillman stated that the message board crawler is behind (specifically Ayers Hotel info). Ms. Paulin stated this RSS feed is pulling articles off the website and may consider breaking the feed at this time. Staff was directed to break the feed at this time and will institute at a later date. Director Skillman inquired as to why one Village Breeze was delivered for three people at her building and stated that light-colored ink on page 46 and 47 is very difficult to read (yellow especially). Ms. Paulin stated May 1 is the next date for Village Breeze content deadlines. Ms. Paulin stated staff will contact the post office regarding delivery difficulties and noted each mistake. Director Skillman offered to pick up extra copies. Director Addington stated new carriers may make mistakes and appreciates the feedback.

Director Perak stated it is unbelievable how much this department and all departments have completed in taking care of the Village during COVID-19 and commended Village TV on what is programmed and how well Lisa Hart and Jeff Parker communicate to the residents.

Director Jarrett inquired as to calls received regarding subscription. Ms. Paulin stated that many have moved.

#### **ITEMS FOR DISCUSSION AND CONSIDERATION:**

None.

#### **ITEMS FOR FUTURE AGENDAS:**

- Broadband 1Q 2020 Financial Operations Review along with an Equipment and Consultant update.
  - Head-in equipment status of second remaining piece: age of equipment, useful life, replacement targeted date, monies reserved for same. Query: Would it be wise to purchase now in order not to shorten the life of the new piece of head-in equipment recently installed?
- Schedule a closed session following open session on May 18, 2020.

#### **CONCLUDING BUSINESS:**

##### **11. Committee Member Comments**

Director Addington stated the professionalism, inventism and stamina of staff have been well appreciated, and the contractor for internet has been well received.

Ms. Paulin stated GRF released funds for new equipment purchases.

Chair Soule stated the equipment has been well appreciated. Chair Soule also stated that Village TV has done an incredible job.

Director Perak stated it does take a village, neighbors have been helping neighbors, and it is a privilege live in Laguna Woods Village.

**11. Date of Next Meeting – May 18 at 1:30 p.m.**

**12. Adjournment**  
2:54 p.m.

*Annette Sabol Soule/SLM*

Annette Sabol Soule, Chair  
Media and Communications Committee