



OPEN MEETING

THE GOLDEN RAIN FOUNDATION MEDIA AND
COMMUNICATIONS COMMITTEE MEETING

Monday, May 18, 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, Juanita Skillman and Beth Perak, and Advisors Tom Nash, Carmen Pacella and Frank Tybor

MEMBERS ABSENT: Director Ryna Rothberg

OTHERS PRESENT: None

STAFF PRESENT: Eileen Paulin, Jackie Kupfert, Susan Logan-McCracken, Paul Ortiz and Ellyce Rothrock

1. **Call to Order**
Meeting was called to order at 1:30 p.m.
2. **Acknowledgement of Media**
Paul Ortiz from Village TV was present.
3. **Approval of the Agenda**
Approved.
4. **Approval of Meeting Report from April 20, 2020**
Approved.
5. **Chair's Remarks**
GRF is extremely grateful for the commitment and excellent work Eileen Paulin and her team continues to provide during this pandemic.

The COVID-19 pandemic has upended our 2020 outlook. Let us continue doing what we should daily: Sunshine, exercise, 7+ hours sleep, lots of water and healthy nutrition strengthens our immune system against COVID-19 while we stay at home.

Golf opened last Monday. Tennis opens today. For safety reasons, pedestrians are no longer allowed to walk the inner golf cart paths, only the outer paths. Please call the Pro Shop at 949-597-4336 during business hours and after hours call Security at 949-

580-1400 if you see pedestrians on inner golf cart paths. Let us continue to be mindful of everyone's safety as we look forward, adapting and accepting short-term changes. Please continue to participate in Village life, bringing your best selves and ideas to the table to facilitate our getting through this in the best way possible. Please send your recommendations to info@vmsinc.org.

GRF acknowledges and gives heartfelt thanks to Chuck Holland and his team who are amazing! Mr. Holland's commitment to our Village is extraordinary! He has been keeping the Village internet running seamlessly during this pandemic. Overseeing lots of equipment upgrades to ensure we are up and running during this time of unprecedented use of the internet and our electronics. Thank you!

6. Member Comments (Items Not on the Agenda)

None.

7. Director's and Staff Forum

None.

REPORTS:

8. California Legislative Updates – Chair Annette Sabol Soule

The U.S. is operating under an emergency pandemic. This COVID-19 California Legislative update for Monday, May 18, 2020, is paraphrased and sourced from Reuters.

Governor Gavin Newsom reworks the California budget as COVID-19 wreaks havoc with the state economy, which is the world's fifth-largest economy.

The California governor is required by law to pass a balanced budget. Thursday, May 14, Governor Newsom unveiled a revised state budget reflecting an anticipated \$54.3 billion deficit reflecting \$13.4 billion in 2020 and \$40.9 billion in 2021 caused by the coronavirus crisis. This is a dramatic change from the projected \$5.6 billion surplus and the \$40.9 billion in reserves before the pandemic.

California is the most populous state with a predicted 18 percent unemployment rate. The California Department of Finance last week reported 4.2 million people filed unemployment claims since mid-March. Please listen to the governor's Thursday broadcast.

Visit www.ochealthinfo.com for the latest COVID-19 Orange County statistics. Currently, Laguna Woods Village has been holding steady with eight folks having contracted COVID-19 within the city limits. This statistic does not reflect any one person living within Laguna Woods Village, as we have several assisted living facilities located within the city limits.

GRF President Bunny Carpenter has tasked the newly formed GRF Strategic Planning Committee to review the existing GRF 2020 budget. The first virtual meeting will take place on May 27, 2020. This GRF Strategic Planning Committee will be working with the Village Management Services executives to determine the required revisions due to the COVID-19 impact on GRF 2020 revenues and expenses. The GRF 2021 budget

will be brought to an all-boards meeting on July 22.

9. Broadband & Contracts Report – Eileen Paulin for Chuck Holland

Ms. Paulin stated that she would be presenting this report each month from now on.

Ms. Paulin stated that Broadband Services as a whole is doing well and maintaining budget. The Broadband Group will need to do a site inspection before signing, which has been delayed, due to COVID-19.

Ms. Paulin updated the committee on:

- The transition to HD (only 40 residents using SD now)
- Sales and renewal services
- Operating statements listed in the Broadband report

10. Marketing and Communications Report – Eileen Paulin

Ms. Paulin commended the TV6 crew for their hard work during this pandemic.

Ms. Paulin recounted working with the City of Laguna Woods on the crisis management and communications regarding the Ayres Hotel designation for Project Roomkey.

Ms. Paulin commended the staff, Good Neighbor Captains and residents who participated in the mask distribution project, which was well received by the residents.

Ms. Paulin said that docent tours and new resident orientations continue to be on hold, but having virtual new resident orientations may become a possible alternative.

Ms. Paulin mentioned other department accomplishments, acknowledging the team effort of each person in the department:

- The launch of a virtual recreation page
- Communications about kitchen safety amid resident stove fires
- A new virtual vehicle registration program
- The TV6 movies
- CEO Jeff Parker's regular updates on TV6
- The exercise programing on TV6
- The Village Breeze, which got out on time

ITEMS FOR DISCUSSION AND CONSIDERATION:

- Broadband 1Q 2020 Financial Operations Review along with Consultant update.

ITEMS FOR FUTURE AGENDAS:

- Broadband Equipment and Consultant update.
 - Headend equipment status of second remaining piece: age of equipment, useful life, replacement targeted date, monies reserved for same.
- Ad Revenue Report – Eileen Paulin
- Ideas for distributing Sewing Supers' face masks and collecting donations

CONCLUDING BUSINESS:

11. Committee Member Comments

Ms. Paulin mentioned a virtual Town Hall to give residents an opportunity to ask questions and the possibility of running a community survey in the magazine.

Director Beth Perak commended Chair Soule, Ms. Paulin and her team, Ellyce Rothrock, Mr. Ortiz for his job on the Thrive banner, the Foundation for contributing face masks to the residents and the Kindness campaign. She also requested Kindness remarks.

Director Elsie Addington commended on the work in Media and Communications and the work performed by Mr. Holland and Ms. Paulin.

Director Pat English congratulated everyone.

Director Lynn Jarrett commended on Ms. Paulin's team and those who distributed face masks. She also thanked everyone and said she is happy to be on this committee.

Director Annie McCary commended on Ms. Paulin and her team. She also complimented the meeting and thanked Chair Soule.

Director Juanita Skillman asked if the board room could be reconfigured to allow for social distancing and make in-person meetings a possible alternative to virtual meetings. She complimented Ms. Paulin and her department for the alerts on the webpage, Mr. Ortiz for the movies on TV6 and Susan McCracken and Becky Jackson for their work on mask distribution.

Advisor Tom Nash congratulated all for doing a great job in a difficult situation. He also mentioned as part of the Video Club, he would try to find ways to produce new programming to add to Village Television.

Advisor Carmen Pacella agreed with all the commendations and added his own regarding the communications on the website and COVID-19 information. He also commended Ms. Jackson for helping him with volunteer to distribute masks. He also suggested having a reporter conduct interviews and take pictures for the Village Breeze, which he said is beautiful.

Chair Soule commended Mr. Ortiz for the movies on TV6 and thanked the department for all the alerts on the coronavirus.

Ms. Paulin thanked Jackie Kupfert for her work on mask distribution. She also mentioned that the Sewing Supers club has produced a significant number of masks. She asked for ideas to safely distribute them to residents and to collect voluntary \$5 donations that will go to the Foundation and Meals on Wheels. Director Skillman suggested the outdoor library. Director Addington suggested the two Garden Centers. Advisor Pacella suggested the gates. More ideas and discussion are needed.

11. Date of Next Meeting – June 15 at 1:30 p.m.

12. Adjournment
2:54 p.m.

Annette Sabol Soule/SLM
Annette Sabol Soule, Chair
Media and Communications Committee