



OPEN MEETING  
THE GOLDEN RAIN FOUNDATION  
MEDIA AND COMMUNICATIONS COMMITTEE  
Monday, August 16, 2021, at 1:30 p.m.  
Virtual Meeting  
24351 El Toro Road, Laguna Woods, CA 92637

REPORT

**Members Present:** Chair Joan Milliman; Directors Elsie Addington, Neda Ardani, Maggie Blackwell, Lynn Jarrett, Annie McCary and Ryna Rothberg; Advisors Theresa Frost, Tom Nash, Carmen Pacella, Lucy Parker and Juanita Skillman; Alternates Bunny Carpenter and Deborah Dotson

**Members Absent:** None

**Others Present:** Egon Garthoffner and Norman Kahn

**Staff Present:** Eileen Paulin, Paul Ortiz, Ellyce Rothrock and Susan Logan-McCracken

**1. Call to Order**

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 the Agenda**

Approved by unanimous consent.

**4. Report**

Approved by unanimous consent.

**5. Chair's Remarks**

Chair Milliman discussed where to go for accurate information and answers. She read through and highlighted information from the "Got (the Right) Info?" fact sheet that was included in the agenda packet.

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

Parviz Riazi inquired about the discontinuation of standard-definition programming and when this decision was approved by the GRF board of directors. He articulated that

residents without the right equipment will not be able to receive CBS, NBC and ABC.

## **7. Director and Staff Responses to Member Comments**

In response to Mr. Riazi's comments, Mr. Ortiz discussed the GRF initiative to transition from standard definition to high definition.

- These channels have not been taken away, but rather moved to high-definition channels 402, 404 and 407.
- Most one- or two-year-old televisions can receive every channel listed on the channel card.
- GRF cannot support every piece of equipment, that's why we encourage residents to use a set-top box.
- Residents who don't want to pay the monthly fee for a set-top box can purchase a new TV, which would be able to receive all 150 channels listed on the card.
- The GRF initiative to transition to a high-definition cable network occurred over the past three years and it was done incrementally, 10 channels at a time.
- This initiative saves bandwidth, electricity and costs.

Chair Milliman reiterated that the channels were moved incrementally by one group at a time.

Ms. Paulin added that the gentleman is a relatively new resident and wasn't privy to the last three years of planning that went into this decision.

## **REPORTS**

### **8. Media and Communications Report - Eileen Paulin**

Ms. Paulin updated the committee on the website, which is still in next year's GRF budget pending final approval. Focus groups to discuss the needs of the website will not commence until the budget has passed, but the plan is to hold several small focus groups rather than one large one.

Ms. Paulin displayed the August/September Village Breeze that had been delivered to the Community Center. She anticipated that resident copies are likely in the mail. She highlighted from the issue:

- Questions for the Q&A column on page 26 taken from actual phone calls
- How Landscaping Services maintains and environmentally protects Aliso Creek on page 28
- Information about water conservation on page 59
- The cover, which features a photo of Laguna Beach taken just down the road from this community

Ms. Paulin announced that the contract with The Broadband Group (TBG) was approved by GRF.

She highlighted from the staff report that website traffic continues to be high and open rates on email continue to be strong.

She expressed appreciation for continued efforts of the committee on the important initiative to direct residents to where they can go for the right answers.

She mentioned that the Centers for Disease Control and Prevention recommended a COVID-19 booster shot for people who are immunosuppressed. She referred to the California Department of Public Health and the Orange County Health Care Agency for information and direction.

Since Village Television appearances have resumed, Ms. Paulin mentioned the department has been busy working on presentations and messaging. She also mentioned year-in-review presentation preparations are underway.

Advisor Pacella stated that the "Got (the Right) Info?" fact sheet that was included in the agenda packet is excellent. He suggested adding a button to the website homepage that leads directly to it. Ms. Paulin stated it was a great suggestion and that it is possible with the microsite. Chair Milliman concurred.

Referring to the staff report, Director McCary commended the incredible amount of work accomplished by the Department of Media and Communications. She reiterated Advisor Pacella's suggestion. She stated that she and other board members are working on the year-in-review reports. She commended and thanked the Media and Communications department for working with all the boards to get their year-in-review presentations ready.

Chair Milliman stated that the annual meetings are coming up.

Advisor Nash reiterated the importance of promoting on multiple platforms where residents can go for correct information. He mentioned monitoring social media and a discussion ensued.

### **9. Broadband Services Report - Paul Ortiz**

Mr. Ortiz highlighted from the Broadband Services report:

- Expiring programming contracts
- Broadband subscriber count report
- Broadband Services fee report
- High-speed internet subscriber counts

Ms. Paulin commended Mr. Ortiz for his work to find efficiencies and save costs.

## **ITEMS FOR DISCUSSION AND CONSIDERATION**

### **ITEMS FOR FUTURE AGENDAS**

#### **11. Focus Groups for Website**

#### **12. Review and Revise the Village Website Usage Policy**

#### **13. Community Survey**

### **CONCLUDING BUSINESS**

#### **14. Committee Member Comments**

Director McCary mentioned that her email address was hacked over the weekend by a phishing scam that asked contacts in her network to send funds via gift cards. She asked the committee for ideas to warn people about this type of cyberattack.

Director Dotson added that this was a sophisticated cyberattack and, after right clicking on the email address to show that her email was correct, she clicked on the email. When she realized it was a scam, she changed her password immediately, recommending others do the same if they get tricked. She advised changing passwords often and right clicking on the sender's email address. She will write about this topic in every issue of the Village Breeze and talk about it on a new Village Television show. Further discussion ensued.

Director Dotson requested adding community surveys as a future agenda item.

Director Ardani mentioned Fanny Mae's decision to suspend new NCB loan applications in United Mutual. Ms. Paulin stated this information went out in an email blast to realtors as well as to residents in the Friday "What's Up in the Village" email blast. Director Ardani requested that this continue to receive as much coverage as possible.

Advisor Skillman suggested coverage for all the different types of scams. She had received a phone call scam yesterday. She also suggested publishing an article on the demographics and statistics obtained about the Village from the 2020 census for the Village Breeze.

Advisor Parker suggested producing a couple of new videos on scams, possibly including personal examples like Director McCary's. She thanked Director Dotson for her efforts to inform residents about protecting themselves from scams. She commended the Department of Media and Communications for doing an excellent job.

Director Jarrett commended and thanked Ms. Paulin and Mr. Ortiz regarding the information they provided today.

Chair Milliman commended them for a fine job every time and that print media and video media were fantastic.

Ms. Paulin referred to a recently published article about HO-6 insurance that pertains to United Mutual. Director Ardani acknowledged the coverage and continuing to cover this very important topic.

Chair Milliman mentioned possibly sending an email blast to all United residents, encouraging them to talk to their board of directors.

Director Addington referred to an article she wrote on HO-6 insurance. Chair Milliman asked her to share it with Ms. Paulin.

**15. Date of Next Meeting - September 20, 2021, at 1:30 p.m.**

**16. Adjournment**

2:55 p.m.

*p.p. Joan Milliman / SLM*

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Joan Milliman, Chair  
Media and Communications Committee