



OPEN MEETING

THE GOLDEN RAIN FOUNDATION
MEDIA AND COMMUNICATIONS
COMMITTEE MEETING

Monday, September 21, 2020 at 1:30 p.m.
Laguna Woods Village Community Center
Virtual Meeting 24351 El Toro Road, Laguna
Woods, CA 92637

REPORT

- MEMBERS PRESENT:** Directors Neda Ardani, Bunny Carpenter, Lynn Jarrett, Annie McCary, Joan, Milliman, Ryna Rothberg and Juanita Skillman; Advisor Tom Nash
- MEMBERS ABSENT:** Director Elsie Addington; Advisors Carmen Pacella and Frank Tybor
- OTHERS PRESENT:** None
- STAFF PRESENT:** Eileen Paulin, Chuck Holland, Susan Logan-McCracken, Paul Ortiz and Ellyce Rothrock

1. **Call to Order**
Meeting was called to order at 1:33 p.m.
2. **Acknowledgement of Media**
None
3. **Approval of the Agenda**
Approved
4. **Approval of Meeting Report from August 17, 2020**
Approved
5. **Chair's Remarks**
None
6. **Member Comments (Items Not on the Agenda)**
Media and Communications Supervisor Ellyce Rothrock read member comments received in the Outlook meetings inbox.

Cable TV authentication: Resident Sam Samari requested adding authentication to the cable TV service so premium channels can be streamed via smart devices such as Apple TV.

Chuck Holland answered that we don't have online streaming services turned on because it is not budgeted. The technology has to be turned on for everyone or no one, and that carries a per-manor cost of 50 cents per manor per month in addition to a fee for each channel. He added that the channels need to be identified and a contract negotiated with each of those service providers to turn that on.

Director Joan Milliman mentioned computer-based alternatives for these services that don't require going through Broadband.

Media and Communications Director Eileen Paulin recommended continuing this discussion once we have a full analysis from The Broadband Group.

Closed captioning for Village TV programs: In a letter on behalf of the Steering Committee of Concerned Citizens of Laguna Woods Village, Resident Suzanne Model asked why Village TV does not automatically add closed captioning to its programs, as many residents are hearing impaired.

Paul Ortiz answered that closed captioning costs would need GRF approval. Answering Director Milliman's question about the closed captioning button on television remotes, Mr. Ortiz explained that this will not work. He encouraged all the clubs to upload videos on YouTube, which provides captioning services for free. All videos on the Laguna Woods Village YouTube channel are captioned.

Revenue from shopping networks: Resident Doug Rook asked about the financials that show the revenue from the shopping networks.

After pulling up the report, Mr. Ortiz stated that revenues from Home Shopping Network and QVC were higher than budgeted and suspected that was because people are staying home and shopping more.

Town hall meetings for board member elections: Ms. Paulin mentioned a letter from Third Mutual Officer-Elect Deborah Dotson that suggested town hall-type meetings introducing candidates for the upcoming elections and recently elected board members.

Ms. Paulin discussed the upcoming Third Mutual virtual town hall meeting, Tuesday, September 29, at 1 p.m. on TV6, and streaming on Granicus.

Discontinued sports channels: Addressing a letter published in the September 17 Globe regarding the sports channels that were not renewed, Mr. Holland discussed the seven-figure costs that were going to increase. He also mentioned the numerous communications that had been distributed last year before the decision was made.

To answer Director Bunny Carpenter's question about alternatives to these channels, Mr. Holland mentioned YouTube TV, Hulu TV and MLB Network.

Ms. Paulin mentioned a plan had been approved to put up a large screen TV in 19 Restaurant where people could watch those channels. Due to the unforeseen pandemic, the plan currently is to create a viewing lounge where residents can go to watch those sports channels when pandemic restrictions are lifted.

Mr. Holland added that once the clubhouses open again, that will become available.

7. Director's and Staff Responses to Member Comments

None

REPORTS:

8. Media and Communications Report – Director Eileen Paulin

Ms. Paulin held up the fourth issue of the Village Breeze magazine and mentioned the fifth issue is close to going to press. She also mentioned overruns of the magazine may be distributed at the Village gates for residents who didn't receive their issue.

Ms. Paulin mentioned the next phase of pandemic communication and thanked Mr. Ortiz and Lisa Hart for producing shows that keep residents informed.

Ms. Paulin also reported on recently communicated messaging to residents, which include:

- Painting, concrete repair and carport cleaning, which are back in service
- The importance water conservation, especially with prices increasing
- Recognizing U.S. Census Bureau employees who will follow up in person with those who haven't responded to the census
- Recent board vacancies
- The coin distribution program, which is cutting back to one day a week
- CEO updates on Village Television
- Planned and unplanned power outages
- PSAs about such topics as hand sanitizers that are dangerous, how to wear a mask properly and mosquitoes
- A new transportation brochure and website landing page updates
- Special exercise classes, which are popular

Ms. Paulin mentioned the message boards, produced by Michelle Mitzel, are a great communication tool.

Ms. Paulin mentioned Media Services 55 promotions and that, although there had been a decrease advertising revenue, that is ramping up again pretty well. MemorialCare is sponsoring a monthly health care show that TV6 is producing.

Ms. Paulin announced that new resident orientations will start again virtually in October, although docent tours are still on hold.

Ms. Paulin mentioned the Equestrian Center newsletter has been streamlined and, because of large initiatives and staffing limitations, should be kept to two to three times a year like the Garden Center newsletters.

Ms. Paulin mentioned a big demand for PowerPoint presentations and that it's important to meet deadlines when going on TV6.

Ms. Paulin mentioned that website traffic is up and that the subscriber list is the cleanest it's ever been.

Ms. Paulin discussed United Mutual's election and a socially distanced Meet the Candidates broadcast event that will be similar to the medical roundtable. Something similar is in the works for Third Mutual's new directors and ballot initiative. In addition, United is introducing a resolution that will require community education.

Director Annie McCary asked how she could better prepare board directors for TV6 interviews, which occur the day after their board meetings. Ms. Paulin encouraged the use of strong visuals and doing as much work on the PowerPoint slides ahead of the board meeting as possible.

Director Lynn Jarrett mentioned she attended El Toro Water District meeting, where she learned about a 2% cost increase that will equate to \$1 per manor per month. She thanked Ms. Paulin for communications on water conservation.

9. Broadband Update – Director Eileen Paulin

Ms. Paulin announced that all due diligence is done and the site inspection went well. Expect a preliminary report from The Broadband Group at next month's GRF Media and Communications Committee meeting.

Ms. Paulin mentioned one small outage, but things have been going well overall. When the pandemic first hit, the demand on the system was heavy, but that has been rectified.

Ms. Paulin also discussed, contract renewals, merchandise sales, and advertising revenue and trends.

ITEMS FOR DISCUSSION AND CONSIDERATION:

ITEMS FOR FUTURE AGENDAS:

CONCLUDING BUSINESS:

10. Committee Member Comments

Director McCary commended Ms. Paulin, Ms. Rothrock and all involved for a great, informative meeting that ran smoothly.

Director Jarrett inquired about the editorial advisory board meeting, to which Ms. Rothrock answered that the new date will be announced once rescheduled.

Director Ryna Rothberg suggested making legislative updates that affect HOAs a regular part of the Chair's report. Ms. Paulin mentioned communications on impactful legislation that have gone out to Village residents.

Mr. Ortiz announced that the City of Laguna Woods is taking steps to convert to HD.

11. Date of Next Meeting – October 19, 2020, at 1:30 p.m.

12. Adjournment
2:32 p.m.

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