



OPEN MEETING

THE GOLDEN RAIN FOUNDATION
MEDIA AND COMMUNICATIONS
COMMITTEE MEETING

Monday, October 19, 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 Joan Milliman; Directors Bunny Carpenter, Jon Pearlstone, Lynn Jarrett, Annie McCary and Elsie Addington; Advisors Tom Nash, Carmen Pacella and Juanita Skillman

MEMBERS ABSENT: Director Ryna Rothberg

OTHERS PRESENT: Richard Rader

STAFF PRESENT: Eileen Paulin, Susan Logan-McCracken and Paul Ortiz

1. Call to Order

Meeting was called to order at 1:30 p.m. and a quorum established by Chair Milliman.

2. Acknowledgement of Media

None present.

3. Approval of the Agenda

Approved by unanimous consent.

4. Approval of Meeting Report from September 21, 2020

Approved by unanimous consent.

5. Chair's Remarks

Chair Joan Milliman said she is happy to be back as chair of this committee. She welcomed former Director Juanita Skillman as a new advisor for this committee. She welcomed Jon Pearlstone who will serve as the third GRF director.

Chair Milliman gave an update on Assembly Bill 3182, which was signed by Governor Gavin Newsom on September 28. For more information on this bill, go to CAI.com, the website for the Community Association Institute.

6. Member Comments -- Open Forum (Items Not on the Agenda)

None

7. Director's and Staff Responses to Member Comments

None

8. REPORTS:

8a. Media and Communications Report – Director Eileen Paulin

1. Director Eileen Paulin recounted COVID-related communications and activities:

- City and county stats updated daily on the Laguna Woods Village Alerts microsite
- This Day program broadcast on Village Television (TV6) six days each week
- Village Management Services CEO appeared on TV6 two to three times each week since the beginning of the pandemic
- Numerous announcements went out on multiple media platforms regarding reopenings of facilities and amenities

2. Ms. Paulin announced that the October/November Village Breeze landed at the post office, which can deliver up to 3,500 copies per day. Overages will go to the clubhouses, where residents who did not receive a copy can pick one up. Residents can send requests to info@lagunawoodsvillage.com.

3. Ms. Paulin mentioned that the Fall Garden Center newsletter was completed and distributed.

4. Ms. Paulin recounted communication activities that supported the election season:

- United Mutual board openings and HO6 policies initiative
- Third Mutual special ballot initiative and board openings
- GRF board openings
- Town Halls produced for each board

5. Messaging topics delivered to residents included:

- Coyote safety (The department interviewed animal control officer.)
- Mosquito prevention (The department interviewed Orange County Mosquito and Vector Control District.)
- Great California Shakeout earthquake drill
- Flu shot reminders
- Coin program for laundry facilities
- The recently updated DwellingLive mobile app
- When to call and not to call Resident Services
- Virtual Recreation resources
- CEO messages to residents sent via email blasts
- Power outage alerts

8b. Media Report

Ms. Paulin highlighted TV6 communication activities including:

- Providing updates to boards of directors via Zoom
- A redesigned TV Guide
- Assisting the city in the transition from standard definition to high definition
- Creating original commercials for advertisers
- Producing a new health show sponsored by MemorialCare

8c. New Resident Orientations

New resident orientations have relaunched virtually. The first one on October 23 is full. Becky Jackson leads these events, and residents must RSVP becky.jackson@vmsinc.org to confirm attendance.

8d. Questions and Comments

Advisor Juanita Skillman commented that she is getting calls about the United candidate forums. Because some viewers did not know the broadcast was in two parts, they missed the second part, so the other three candidates did not get view time that the first three did.

Ms. Paulin discussed problems with the network outage and how staff is working around the clock and communicating with everyone, while the Department of Information Services works to restore systems.

Director Lynn Jarrett asked about DwellingLive, how many residents are using it and how it can be publicized more. Chair Milliman suggested running communications about DwellingLive regularly in the Friday email blasts.

8e. The Broadband Group Report

Ms. Paulin stated we anticipate receiving The Broadband Group (TBG) report by November 14. Having discussed it with CEO Parker, she recommended having TBG present this comprehensive informational report to the GRF board and Media and Communications Committee (MACC) simultaneously.

Chair Milliman, Director Bunny Carpenter and Director Jon Pearlstone suggested having TBG present the report to MACC to evaluate first and then taking it to the GRF board. Chair Milliman also suggested MACC present a summary of the report to the GRF board and provide the full report for the board to read.

After further discussion, Director Elsie Addington made a motion to put the TBG report on the December MACC agenda for further discussion. Director Jarrett seconded the motion.

Discussion ensued among members of the committee.

Director Addington amended her motion for TBG to present a summary of the report to MACC in November and to follow with a full report that the committee could read afterward. Director Carpenter seconded the motion.

The amendment and the motion passed unanimously by the committee.

9. Broadband Update – Director Eileen Paulin

Ms. Paulin stated that resident utilization of Broadband services is at an all-time high since the pandemic.

TV Services Manager Paul Ortiz discussed advertising revenue, producing commercials and supporting the clubs through Village Television and Media Services 55.

Ms. Paulin clarified that public service announcements for Third Mutual or United Mutual are not paid advertising and that those spots go into unsold ad space.

Richard Rader asked if CSPAN would go into the digital section once the transition from standard definition to high definition is complete. Mr. Ortiz answered that CSPAN-1 is channel 19 and CSPAN-2 is 49 in digital format, which is in standard definition format. Chair Milliman said she would request more information from Department of Information Services Director Chuck Holland.

10. ITEMS FOR DISCUSSION AND CONSIDERATION:

No smoking signs as reminders along serpentine trail and near benches After discussing the location of the serpentine trail, Chair Milliman decided that this discussion should go to the United Board of Directors, because the trail is on that mutual's common property.

11. ITEMS FOR FUTURE AGENDAS:

Broadband Group Update

12. CONCLUDING BUSINESS:

Committee Member Comments

Advisor Skillman said this was a good meeting that went well technologically and that she could see and hear everyone.

Advisor Pacella also stated this was a good meeting. He also mentioned he is receiving good feedback on the printed Village Breeze from neighbors and friends and to keep up the good work.

Director McCary welcomed Chair Milliman back to the committee and stated that this was a great meeting.

Director Addington also welcomed Chair Milliman back to the committee.

Director Carpenter thanked Chair Milliman and said the meeting was great.

Director Jarrett said this was a good meeting. She mentioned that she is working on Third's end-of-year accomplishments' presentation.

Advisor Tom Nash asked for clarification on his role as an advisor. Chair Milliman answered that he is invited to weigh in at any time during the meeting.

Director Pearlstone thanked Chair Milliman for running an efficient meeting. He also thanked Ms. Paulin for keeping the Broadband project on the front burner.

Ms. Paulin thanked everyone for their patience during this network outage and that she looks forward to the Broadband report.

Mr. Ortiz stated that this was a good meeting. He mentioned that he has a number of live meetings this week.

Chair Milliman stated it was a wonderful time to meet with the committee. She thanked Ms. Paulin and Mr. Ortiz for the work they do and for their valuable input.

Date of Next Meeting -- November 16, 2020

13. Adjournment

3:08 p.m.

p.p. Joan Milliman / SLM

Joan Milliman, Chair
Media and Communications Committee