



THE GOLDEN RAIN FOUNDATION MEDIA AND COMMUNICATIONS COMMITTEE

Monday, December 16, 2019 - 1:30 PM

Laguna Woods Village Community Center Board Room 24351 El Toro Road

NOTICE OF MEETING AND AGENDA

- 1. Call to Order**
- 2. Acknowledgement of Media**
- 3. Approval of the Agenda**
- 4. Approval of Meeting Report - November 18, 2019**
- 5. Chair's Remarks**
- 6. Member Comments (Items Not on the Agenda)**
- 7. Director's and Staff Forum**

CONSENT: - *All matters listed under the Consent Calendar are considered routine and will be enacted by the Committee by one motion. In the event that an item is removed from the Consent Calendar by the Chair of the Committee, such item(s) shall be the subject of further discussion and action by the Committee.*

REPORTS:

- 8. Broadband & Contracts Report - Chuck Holland**
- 9. Marketing and Communications Report - Eileen Paulin**

ITEMS FOR DISCUSSION AND CONSIDERATION:

- 10. Update Committee Charter - Chair Annette Sabol Soule**

ITEMS FOR FUTURE AGENDAS:

CONCLUDING BUSINESS:

- 11. Committee Member Comments**

12. Date of Next Meeting-Tuesday, January 21 at 1:30 p.m.

13. Adjournment



OPEN MEETING
THE GOLDEN RAIN FOUNDATION
MEDIA AND COMMUNICATIONS COMMITTEE
Monday, November 18, 2019, at 1:30 p.m.
Laguna Woods Village Community Center, Board Room
24351 El Toro Road, Laguna Woods, CA 92637

REPORT

MEMBERS PRESENT: Chair Annette Sabol Soule, Directors Pat English, Bunny Carpenter, Annie McCary, Elsie Addington, Lynn Jarrett, Juanita Skillman, Ryna Rothberg and Adviser Steve Carman.

MEMBERS ABSENT: Advisers Sheila Bialka and Lucy Parker.

OTHERS PRESENT: Beth Perak – GRF, Dick Rader – GRF, Cush Bhada – Third, Jon Pearlstone – Third and Joan Milliman – Former GRF Board Member

STAFF PRESENT: Eileen Paulin, Chuck Holland, Jackie Kupfert and Ellyce Rothrock

1. **Call to Order**
Chair Annette Sabol Soule called the meeting to order at 1:30 p.m.
2. **Acknowledgement of Media**
None.
3. **Approval of the Agenda**
Agenda was approved.
4. **Approval of Meeting Report from September 16, 2019**
Report was approved.
5. **Chair's Remarks**
Chair Soule stated she is the acting chair of today's meeting. She recognized the service of the directors of all boards and committees. She thanked and honored Joan Milliman for her service as previous chair of the Media and Communications Committee; as a member of the Community and Activities Committee and for her service on GRF. Chair Soule stated Ms. Milliman was an integral part of many programs including, but not limited to, the Village Breeze, the Centenarian project and Thrive.
6. **Member Comments (Items not on the Agenda)**
Dick Rader 270-D was called to speak regarding the nightly news program having pauses and becoming temporarily scrambled.

Director Annie McCary and Director Pat English reported having similar problems.

Mr. Holland will have staff look into the issue.

Joan Milliman 969-3E was called to speak requesting to be an advisor for Media and Communications Committee.

7. Director's and Staff Forum

None.

REPORTS:

8. Broadband and Contracts Report - Chuck Holland

Mr. Holland provided his monthly report on Contract Renewals, updating the committee on the renewal of channels KCOP My 13 and KTTV Fox in December 2019. A reduction in assessments in 2019-\$19 to 2020-\$10.96 will occur. Mr. Holland reported on Subscriber Counts year to date including transition from SD to HD by the end of the first quarter, 2020. The report reflects the number of homes using the services and/or equipment. Mr. Holland mentioned if the committee wishes to discuss the financials of the contracts, it would have to be done in closed session. As of now there are 110 contracts.

Chair Soule stated the best way to communicate the savings in the removal of the Fox channels, would be to reduce columns using figures providing 2019 dollar cost and 2020 dollar cost. She inquired about financially helping residents who may not be able to afford the HD converter box. Mr. Holland deferred to the Foundation which would know of those that are need based.

Mr. Holland gave his monthly report on Proforma Broadband Services including:

- Merchandise Sales
- Broadband Services
- Miscellaneous Expenses
- Employee Compensation
- Compensation Related Expenses
- Materials and Supplies
- Utilities and Telephone
- Legal Fees
- Outside Services
- Repairs and Maintenance
- Other Operating Expenses
- Property and Sales Tax
- Cable Programing/Copyright/Franchise Fees
- Uncollectible Accounts

Chair Soule inquired as to change in the Worker's Compensation insurance. Mr. Holland stated it may have been due to reclassification with OSHA and referred questions to Human Resources.

Director Annie McCary inquired as to the overtime on weekends and is there a person available in the field. Mr. Holland stated a technician is on call for technical problems systematically, not for individual persons. Director McCary inquired as to scheduled technicians availability and long length of wait time. Mr. Holland stated many factors such as type of order, staff out of office and number of calls scheduled may hinder the availability of staff. Chair Soule inquired as to the budget line item labeled electricity. Mr. Holland answered staff is currently monitoring the usage of electricity.

Director Juanita Skillman requested staff research showing residents how to use streaming. Director Elsie Addington requested staff provide tutorials on Village TV. Advisor Steve Carman stated the Video Club is recording 30-second clips for clubs and offered help. Eileen Paulin would like the instructions of streaming to come from volunteers rather than Mr. Holland.

Director Pat English requested Mr. Holland attend a GRF meeting to inform the residents of the upcoming changes and cost savings.

Mr. Rader spoke regarding the education of streaming via the computer clubs on the third floor.

Chair Soule suggested using "savvy senior" moments on Village TV. Advisor Carman stated the monthly meeting of the Video Club is this Thursday at 6:30 p.m. at Clubhouse 2 Video Club lab with subject being the 30-second video offering.

9. Marketing and Communications Report - Eileen Paulin

Ms. Paulin provided her monthly report on Marketing and Communications stating October was very busy. This included workflow, iContact statistics, Docent Report, New Resident Orientations and significant projects. Ellyce Rothrock has been working on the website improvements. Ms. Paulin reported that Mr. Holland recently completed an excellent update to the search feature on the website. Ms. Paulin discussed the benefit of an all-board orientation program. The staff is recommending an orientation workshop for all board members after January 1.

The iContact database was reviewed. Open rates may be subjective as targeted audiences (pool users, gardeners) are more likely to open an email specific to their interest. Docent tours are going very well. Ms. Paulin had dais refer to the Docent Tour response card survey. Ms. Paulin stated Becky Jackson has been diligent in updating the CodeRED list as many emails are listed incorrectly in ICE. Mr. Holland has staff currently cleaning ICE database. Ms. Paulin stated new resident orientations are going well.

Director Skillman inquired as to adding basic mutual real estate information within the packet. Ms. Paulin stated the materials already cover this and attendees may ask for financial requirement documents at the end of the tour.

Chair Soule stated the iContact table may need modification and could there be a survey sent on what they would like to receive. Ms. Paulin stated there will be a sheet in the

annual package for those to indicate what they would like to receive. Chair Soule inquired as to the standard footer policy. Ms. Paulin stated a newer version will be available next year. Chair Soule pointed out the GRF End of Year Presentation did not occur this year.

Ms. Paulin stated this was the first year all the inserts have been standardized by MarComm. Director Skillman requested a table of contents. Ms. Paulin stated this would come from the Finance Department.

Director Rothberg would like the Towers included on future planning.

ITEMS FOR DISCUSSION AND CONSIDERATION:

10. Presentation of Trash and Recycling Communication

Ms. Paulin presented the Trash and Recycling Communication Project utilizing a PowerPoint presentation. She identified:

- Contamination by dumping
- Dumping in Third
- Contaminated recycling
- Dump and run
- Trash and recycling misinformation
- Waste Management
- Illegal dumping
- Communication barriers
- Flyers that meet the challenges
- Touchpoints: disposal sites, website, mail rooms, laundry rooms, racks, realtors, monitors, Village TV, hold messages, Sales and Leasing , Alterations and Social Services
- Wishful Recycler Campaign (quiz): Facebook, Village TV and board meetings
- Present campaigns at board meetings

Ms. Paulin reported the contract is confirmed with Memorial Care regarding the magazine. This magazine will result in enhanced communication and cost savings for Laguna Woods Village.

ITEMS FOR FUTURE AGENDAS:

None.

CONCLUDING BUSINESS:

10. Committee Member Comments

Advisor Carman stated this was a good meeting and enjoys them. He will be out of town for the next meeting.

Director Rothberg stated she feels as though the Towers are forgotten and would like to meet with Ms. Paulin regarding the Village Breeze and the upcoming magazine.

Director Skillman stated excellent meeting with lots of information disseminated.

Director Bunny Carpenter stated great meeting.

Director McCary stated Ms. Paulin presented a wonderful presentation.

Director Lynn Jarrett stated this was a great meeting and thanked Ms. Paulin for wonderful presentation which will be most valuable to the 3-story buildings.

Mr. Holland stated we are not forgetting the Towers and stated his team worked diligently to get phones working during the fires up north.

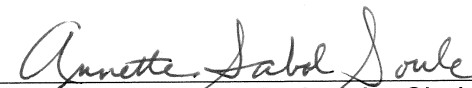
Ms. Paulin stated she is happy to meet with Director Rothberg as getting Towers content is difficult and would like to discuss what will work best to get the information to the residents at the Towers.

Chair Soule thanked all for their input and Mr. Holland and Ms. Paulin for their complete information.

11. Date of Next Meeting - Monday, December 16, 2019, 1:30 p.m. in the Board Room

12. Adjournment

Meeting was adjourned at 3:19 p.m.



Annette Sabol Soule, Interim Chair
Media and Communications Committee

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STAFF REPORT

DATE: December 16, 2019
FOR: Media & Communication Committee
SUBJECT: Broadband Services Update

RECOMMENDATION

Receive and file report.

BACKGROUND

Regular monthly reports are submitted to the Media & Communications Committee (MACC) for review. Included in this Staff Report are the Contract Renewals, Subscriber Counts, Proforma Operating Statements.

DISCUSSION

The Broadband Services Division, including TV Operations, TV Studio, Media Services, High-Speed Internet, and Digital Services, are part of the Information Technology Department. Chuck Holland, Chief Information Officer, will be providing Broadband Services updates on an ongoing basis.

1. Contract Renewals
2. Subscriber Counts
3. Proforma Operating Statements

Prepared By: Paul Ortiz, Village Television Manager

Reviewed By: Chuck Holland, Information Services Director

ATTACHMENT(S)

- (i) Contract Renewals
- (ii) Subscriber Counts
- (iii) Preforma Operating Statement

2019 Contract Renewals

Channel	Parent Company	Expiration Date	Estimated Increase	Negotiations
TVG2 Horse Racing TV	Betfair Group Network	3/31/2019	0%	NCTC
CSPAN	C-SPAN Networks	3/31/2019	5%	NCTC
C-SPAN 2	C-SPAN Networks	3/31/2019	0%	NCTC
C-SPAN 3	C-SPAN Networks	3/31/2019	0%	NCTC
Display Systems CH. 3 Guide	Display Systems International	5/6/2019	5%	Independent
BET	Viacom	9/30/2019	10%	NCTC
Comedy Central	Viacom	9/30/2019	10%	NCTC
A & E	A&E Television Networks	12/31/2019	10%	NCTC
Crime & Investigation	A&E Television Networks	12/31/2019	0%	NCTC
FYI	A&E Television Networks	12/31/2019	0%	NCTC
Viceland	A&E Television Networks	12/31/2019	10%	NCTC
History	A&E Television Networks	12/31/2019	10%	NCTC
Lifetime	A&E Television Networks	12/31/2019	10%	NCTC
Lifetime Movie Network	A&E Television Networks	12/31/2019	10%	NCTC
Military History Channel	A&E Television Networks	12/31/2019	0%	NCTC
Fox Business News	Fox Cable Network Services LLC	12/31/2019	10%	NCTC
Fox College Sports	Fox Cable Network Services LLC	12/31/2019	10%	NCTC
Fox News Channel	Fox Cable Network Services LLC	12/31/2019	10%	NCTC
Fox Sports 1	Fox Cable Network Services LLC	12/31/2019	10%	NCTC
Fox Sports Net – Prime Ticket	Fox Cable Network Services LLC	12/31/2019	25%	Independent
Fox Sports Net West	Fox Cable Network Services LLC	12/31/2019	25%	Independent
FX	Fox Cable Network Services LLC	12/31/2019	10%	NCTC
FX Movie	Fox Cable Network Services LLC	12/31/2019	10%	NCTC
FXX	Fox Cable Network Services LLC	12/31/2019	10%	NCTC
KCOP My 13	Fox Cable Network Services LLC	12/31/2019	15%	Independent
KTTV Fox	Fox Cable Network Services LLC	12/31/2019	20%	Independent
Nat Geo Wild	Fox Cable Network Services LLC	12/31/2019	10%	NCTC
National Geographic	Fox Cable Network Services LLC	12/31/2019	10%	NCTC
WGN America	Tower Distribution Co.	12/31/2019	5%	Independent
The Cowboy Channel	Family Network	12/31/2019	0%	NCTC

2019 Subscriber Counts

	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT
Subscriber Counts							
Digital Subscribers	6,627	6,622	6,692	6,726	6,773	6,793	6,811
Set-Top Boxes							
DVR's	6,017	5,616	5,889	5,829	5,832	5,821	5,816
Standard	687	674	653	642	624	603	530
HD Standard	2,069	2,086	2,069	2,067	2,052	2,030	2,036
TiVo MG2	228	277	299	336	360	369	383
TiVo Qi3	236	277	298	346	369	381	399
DTA	370	368	363	363	363	360	355
HD Converter's	828	843	882	941	1,028	1,089	1,171
Pay-TV							
HBO	940	932	920	915	913	904	892
Cinemax	122	118	119	117	116	115	115
Showtime	441	437	441	436	437	439	427
Starz/Encore	297	292	291	289	289	284	281
PBC	18	18	18	17	18	18	17
International Ch.							
TV Asia	2	2	2	2	2	1	1
CTI-Zhong Tian	13	14	14	15	15	15	15
The Filipino Channel	43	43	42	44	43	43	43
CCTV4	9	9	9	10	9	9	8
Channel One Russia	12	12	12	12	12	12	12
tvK	10	9	10	11	11	11	12
TV5Monde	26	26	27	27	26	25	24
RAI Italia	7	7	8	8	8	8	8
TV Japan	49	48	50	51	51	51	50
Total International	171	170	174	180	177	175	173
High Speed Data							
High Speed Data	9,944	9,966	9,899	9,920	9,950	9,966	9,981

**Golden Rain Foundation of Laguna Woods
Proforma Broadband Services Summary of Operations
10/31/2019**

	<u>Cable Television</u>	<u>TV6</u>	<u>Ad Insertion</u>	<u>Internet</u>	<u>YTD ACTUAL</u>	<u>YTD BUDGET</u>
Revenues:						
Non-Assessment Revenues:						
Merchandise Sales						
41503500 - Merchandise Sales - Broadband	\$24,896	\$0	\$0	\$0	\$24,896	\$20,830
Total Merchandise Sales	24,896	0	0	0	24,896	20,830
Clubhouse Rentals and Event Fees						
42502500 - Clubhouse Event Fees - Non Residents	681	0	0	0	681	0
Total Clubhouse Rentals and Event Fees	681	0	0	0	681	0
Broadband Services						
45001000 - Ad Insertion	0	0	548,852	0	548,852	541,660
45001500 - Premium Channel	308,558	0	0	0	308,558	416,660
45002000 - Cable Service Call	97,438	0	0	0	97,438	125,000
45002500 - Cable Commission	73,912	0	0	0	73,912	41,660
45003000 - High Speed Internet	0	0	0	1,327,997	1,327,997	1,333,330
45003500 - Equipment Rental	1,505,572	0	0	14,000	1,519,572	1,434,160
45004000 - Video Production	0	36,188	0	0	36,188	45,830
45004500 - Video Re-Production	0	2,367	0	0	2,367	2,080
45005000 - Message Board	0	17,500	0	0	17,500	15,830
45005500 - Advertising	0	42,954	0	0	42,954	35,410
Total Broadband Services	1,985,480	99,009	548,852	1,341,997	3,975,337	3,991,620
Miscellaneous						
47001500 - Late Fee Revenue	5,902	0	0	0	5,902	8,330
49009000 - Miscellaneous Revenue	975	0	396	0	1,371	0
Total Miscellaneous	6,876	0	396	0	7,273	8,330
Total Non-Assessment Revenue	2,017,933	99,009	549,248	1,341,997	4,008,186	4,020,780
Expenses:						
Employee Compensation						
51011000 - Salaries & Wages - Regular	485,091	325,145	181,309	9,832	1,001,378	1,101,682
51041000 - Wages - Overtime	10,202	2,914	1,827	24	14,967	4,750
51061000 - Holiday & Vacation	45,867	28,159	5,950	728	80,705	82,638
51071000 - Sick	13,207	3,400	2,221	223	19,052	33,708
51091000 - Missed Meal Penalty	908	1,384	74	17	2,384	1,450
51101000 - Temporary Help	0	0	0	0	0	830
51981000 - Compensation Accrual	(3,317)	(364)	(624)	(74)	(4,379)	2,910
Total Employee Compensation	551,959	360,639	190,758	10,750	1,114,106	1,227,968
Compensation Related						
52411000 - F.I.C.A.	40,819	26,367	13,661	788	81,635	93,179
52421000 - F.U.I.	493	313	84	6	897	1,846
52431000 - S.U.I.	3,783	2,397	644	48	6,873	7,664
52451000 - Workers' Compensation Insurance	42,749	33,158	2,585	704	79,196	34,346
52461000 - Non Union Medical & Life Insurance	52,544	36,843	9,598	1,282	100,266	120,825
52481000 - Non-Union Retirement Plan	12,131	11,304	7,655	0	31,090	47,226
52981000 - Compensation Related Accrual	(5,206)	(3,415)	(921)	(126)	(9,667)	1,330
Total Employee Compensation and Related	147,313	106,968	33,306	2,703	290,289	306,416
Materials and Supplies						
53001000 - Materials & Supplies	29,034	7,341	1,881	6	38,262	39,200
53004000 - Freight	1,037	24	34	0	1,094	1,250
Total Materials and Supplies	30,071	7,364	1,914	6	39,356	40,450
Utilities and Telephone						
53301000 - Electricity	125,295	0	0	0	125,295	108,100
Total Utilities and Telephone	125,295	0	0	0	125,295	108,100
Legal Fees						
53401500 - Legal Fees	0	0	0	0	0	2,080
Total Legal Fees	0	0	0	0	0	2,080
Outside Services						
53601500 - Credit Card Transaction Fees	62,360	0	4,873	0	67,232	49,160
53602500 - Licensing Fees	0	0	5,900	0	5,900	4,910

**Golden Rain Foundation of Laguna Woods
Proforma Broadband Services Summary of Operations
10/31/2019**

	<u>Cable Television</u>	<u>TV6</u>	<u>Ad Insertion</u>	<u>Internet</u>	<u>YTD ACTUAL</u>	<u>YTD BUDGET</u>
53704000 - Outside Services	406,280	60,490	2,545	0	469,315	432,000
Total Outside Services	468,640	60,490	13,318	0	542,447	486,070
Repairs and Maintenance						
53701000 - Equipment Repair & Maint	21,503	0	59	0	21,562	37,260
Total Repairs and Maintenance	21,503	0	59	0	21,562	37,260
Other Operating Expense						
53801000 - Mileage & Meal Allowance	14	0	2,927	0	2,941	3,420
53801500 - Travel & Lodging	224	1,674	419	45	2,362	5,080
53802000 - Uniforms	1,572	0	0	0	1,572	1,660
53802500 - Dues & Memberships	2,683	0	0	0	2,683	2,530
53803000 - Subscriptions & Books	0	0	58	0	58	80
53803500 - Training & Education	0	1,175	31	0	1,206	1,000
53901500 - Volunteer Support	0	0	0	0	0	80
54502500 - Cable Promotions	0	0	1,452	0	1,452	2,910
Total Other Operating Expense	4,494	2,849	4,887	45	12,275	16,760
Property and Sales Tax						
54301500 - State & Local Taxes	1,791	170	0	0	1,961	160
54302000 - Property Taxes	9	7	0	2	19	0
Total Property and Sales Tax	1,800	178	0	2	1,980	160
Cable Programming/Copyright/Franchise						
54501000 - Cable - Programming Fees	4,025,085	0	0	0	4,025,085	3,833,330
54501500 - Cable - Copyright Fees	0	0	0	0	0	45,830
54502000 - Cable - City of Laguna Woods Franchise Fees	182,828	4,422	30,661	0	217,910	222,910
Total Cable Programming/Copyright/Franchise	4,207,913	4,422	30,661	0	4,242,995	4,102,070
Uncollectible Accounts						
54602000 - Bad Debt Expense	5,370	0	0	0	5,370	21,030
Total Uncollectible Accounts	5,370	0	0	0	5,370	21,030
Total Expenses	5,564,356	542,910	274,902	13,506	6,395,675	6,348,364
Net Revenue/(Expense)	(\$3,546,423)	(\$443,902)	\$274,346	\$1,328,490	(\$2,387,489)	(\$2,327,584)

Variance (\$59,905) 2.5%

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STAFF REPORT

DATE: December 16, 2019

FOR: GRF Media and Communications Committee

SUBJECT: Marketing and Communications Activities Report - November 2019

RECOMMENDATION

Review Marketing and Communications Report.

BACKGROUND

Marketing and Communications (MarComm) staff prepare a monthly report for MACC. This report includes, but is not limited to, MarComm activities, communications projects, website management, analytics, Docent Tours, New Resident Orientations, CodeRED enrollment and more.

DISCUSSION

The website is an ever-evolving information hub updated daily via input from all departments, residents and clubs. MarComm maintains webmaster duties by writing, editing and posting content, which includes, but is not limited to, governance, news, club news, club updates, training, activities and calendars.

MarComm staff continues to assist other departments with flyers, brochures, posters, signs, emails, letters and video monitor slides. A key project has been assisting in the elections process, which included announcing candidates, producing year-end presentations for each mutual, completing and distributing director handbooks, announcing new directors and obtaining photos of new directors.

MarComm staff also continues to proactively engage, inform and share vital information with residents. The attached report presents engagement efforts in October through the iContact direct email service, flyers, newsletters and other tools used to disseminate news and information. The average open and click rates explain interest and engagement in the content disseminated.

Workflow continues to be managed through the online project management system, Trello, which tracks work performed by staff and a freelance graphic artist, including deadlines, content, artwork, editing, fact checking, graphic design and distribution. In the month of November, MarComm tracked **52** projects through Trello.

Regular publications completed by the MarComm team in November include:

- Easy Rider Transportation Newsletter (print and eblast)
- Recreation Events and Activities Calendar (print and website)
- Recreation Events Calendar (eblast)
- Village Breeze (print and eblast)
- What's Up in the Village (Friday eblast): Five editions
- Employee Newsletter (eblast)

The weekly What's Up in the Village Friday eblast and monthly issue of the Village Breeze are distributed through iContact. In addition, 800 print copies of the Village Breeze are distributed at the library, clubhouses, the Towers and the Community Center. Since February, copies are being distributed through the Social Services Division's Friendly Visitor Program when staff makes house calls.

MarComm staff also maintains specific email lists for select recipients to allow for more targeted communication while reducing communication fatigue. Current specialized lists include pool users, golf cart owners, Garden Center plot holders and real estate professionals. MarComm also can send email communications to Village residents, VMS employees and directors on each of the boards.

Current key messages that MarComm delivered in November include:

- OCTA I-5/EI Toro Road Interchange Project
- Link to upcoming meetings
- View Real-Time, Past Board Meetings, Agendas
- Third Board Appoints Robert Mutchnick
- GRF, Third Appoint Representatives to VMS Board
- Winter Pool Maintenance Update
- Laguna Hills Mall Developer Scales Back Proposal
- Laguna Woods Hosts Shredding Event
- Trash Collection Uninterrupted on November 11
- Transportation Changes Arrive in January
- Enhanced Search Active on Village Website
- Daylight Saving Time Reminder
- City of Laguna Woods Begins El Toro and Moulton Median Rehab
- United Mutual Seeks Candidate to Serve on VMS Board
- Veterans Day Memorial Event at Clubhouse 2
- Veterans Day Holiday Hours at Village Facilities
- VMS Staff Presents Village Transportation System Implementation Plan
- Have a Question? Here's How to Get Help (using Resident Services)
- Personalize Your Channel Guide
- New Year's Eve Celebration at the PAC
- Third Streetlight Pilot Testing
- Three New Members Join GRF Board
- Third Mutual Seeks Candidate to Serve on Board
- Two Proposed Caltrans Traffic Alternatives Would Affect Laguna Woods

- SCE Issues Local Aerial Inspection Notice
- Pendleton Marines Toy Drive
- Photo Contest: Views of the Village
- Fourth Annual Holiday Festival
- Village 2020 Business Plans Coming Soon
- Thanksgiving Holiday Hours at VMS, GRF Facilities
- Planting Fruit Trees, Vegetables in Common Areas Prohibited in Third
- 2020 Monthly Bulky Trash Item Collection Schedule
- Timeless Melodies Explores Music of 1930
- Upcoming Meetings
- Happy Thanksgiving to All!

Additionally, MarComm assisted other departments, staff, directors and outside agencies with the following projects in November:

- Notified staff and residents about planned power outages in the community;
- Passed vital information to Resident Services so they can be prepared with answers when residents call with questions; and
- Press relations, including disseminating press releases to the Laguna Woods Globe.

MarComm has worked with the boards on special projects:

- Board-wide training;
- All board's communication points for 2020;
- Community round tables; and
- Director Handbooks.

The Village Docent Tour Program is offered as marketing outreach to prospective residents looking to learn more about the community. Tours are available to new residents who wish to become familiar with the community, amenities and history. In November, 49 guests as well as 31 residents attended Docent Tours of the Village.

New Resident Orientations occur once a month for each mutual and are presented by one staff member and a board member. To welcome new residents, staff continues making personal telephone calls, writing letters and contacting new residents via email. In November, Third Mutual had 22 residents in attendance at New Resident Orientation and United had 32 residents in attendance.

FINANCIAL ANALYSIS

None

Prepared By: Eileen Paulin, Marketing and Communications Manager
Becky Jackson, Public Relations Specialist

Reviewed By: Siobhan Foster, COO

Workflow Report, November 2019

Recreation	CodeRED
Penni Rubin Paint Class Flyer	Entered 43
Tai Chi Dance with Susie Ando	Marketing and Communications
Lois Meditation Flyer	11-27-19 Blast
Blue Thursday Flyer	11-27-19 Globe Press Releases
Edit/Brand Rec Operating Rules	Advertising Insert Contract: Village Breeze
REC print calendar Dec 2019	Standard Footer Policy
REC e-blast Dec 2019	New Village Map
Frankie Avalon Flyer REC	Blast 11-15-19
Christmas Buffet Tickets REC	Globe press releases for 11-14
Garden Cleanup Volunteer Day REC	Recycle flyer
Holiday Event flyer REC	November 2019 Village Breeze
NYE 2019 tickets REC	What's Up in the Village 11-8-19
Christmas Buffet 2019 tickets REC	CEO Update Third 11-19
Yang Style Tai Chi Chuan REC	What's Up in the Village 11-22
Village Tennis Lessons Flyer UPDATE REC	Globe Press Releases 11-21
December Timeless Melodies REC	CEO Update - GRF - 11-5-19
Mexican Buffet flyer REC	Globe press releases 11-7-19
NYE 2019 Flyer REC	What's Up in the Village 11-1-19
Christmas Buffet 2019 REC	Transportation
Sponsor appreciation open house REC	24x36 Posterboards for Bus System (8)
Garden Center NL NovDec 2019	Transportation NL Dec 2019
Various REC signage	Webmaster
Armed Forces Toy Drive flyer	Posted 141 documents
Marines Toy Drive 2019	Human Resources
December Free Movie Night REC	VMS Employee Holiday Event flyer 2019
Pour and Paint Dec2019 REC	Oct/Nov 2019 ENL
Maintenance/Construction	Village Television
City Building Permit Fees & Permitting Proc	Village Television Dec. Guide
M&C Paint Prog Notice Pkg for Third, United	TV Guide Redesign

iContact Report, November 2019

Date	Title	Contacts	Open	Bounce	No Info.	Clicks	Smartphone	Tablet	Computer	Unsubscribe	Complained
11/1/2019	What's Up	11,876	42.9%	0.5%	56.7%	21.0%	39.0%	13.0%	48.0%	5	2
11/1/2019	Pool 5 Hot Tub Closed	222	63.5%	0.5%	36.5%	1.0%	42.0%	13.0%	45.0%	0	0
11/4/2019	New Season Pool Sched	213	79.3%	0.9%	19.7%	62.0%	59.0%	6.0%	35.0%	0	0
11/5/2019	United VMS Candidate	1,409	48.3%	4.1%	47.8%	0.0%	42.0%	11.0%	47.0%	7	2
11/8/2019	What's Up	11,859	42.9%	0.4%	56.7%	19.0%	39.0%	14.0%	48.0%	8	2
11/13/2019	Garden Center NL	340	55.3%	0.6%	44.4%	16.0%	49.0%	16.0%	36.0%	0	0
11/14/2019	Breeze	11,854	43.2%	0.5%	56.4%	22.0%	40.0%	13.0%	47.0%	8	1
11/15/2019	Pool 5 Hot Tub Opens	212	56.1%	0.0%	43.9%	7.0%	51.0%	3.0%	45.0%	0	0
11/15/2019	Garden Center Volunteer	339	49.6%	0.0%	50.7%	4.0%	32.0%	17.0%	51.0%	1	1
11/15/2019	What's Up	11,859	41.8%	0.4%	57.8%	18.0%	38.0%	14.0%	48.0%	7	2
11/20/2019	Garden Center Volunteer	338	48.8%	0.0%	51.5%	4.0%	40.0%	19.0%	41.0%	1	1
11/21/2019	Recreation Events	11,601	38.9%	0.4%	60.8%	14.0%	43.0%	13.0%	44.0%	8	2
11/21/2019	Pool 5 Hot Tub Closed	212	59.0%	0.0%	41.0%	5.0%	54.0%	11.0%	34.0%	0	0
11/22/2019	Pool 5 Hot Tub Opens	212	50.9%	0.5%	48.6%	1.0%	43.0%	16.0%	41.0%	0	0
11/25/2019	Easy Rider	11,583	35.0%	0.4%	64.7%	10.0%	43.0%	14.0%	43.0%	3	1
11/27/2019	What's Up	11,828	39.3%	0.5%	60.3%	10.0%	43.0%	13.0%	44.0%	4	1
11/30/2019	Garden Center Oper. Rules	337	53.4%	0.0%	46.9%	32.0%	46.0%	14.0%	40.0%	0	0
			Averages							Totals	
			49.9%	0.6%	49.7%	14.5%	43.7%	12.9%	43.4%	52	15

Docent Tours November 2019

Date	Guests	Residents	Visitors	Web	Friend	Agent	Other
Buyer Tour							
11/7/2019	19	0	19	13	0	0	6
11/14/2019	14	11	3	0	0	0	3
11/21/2019	19	0	19	7	3	3	6
11/23/2019	10	2	8	2	0	0	6
Resident Tour							
11/23/2019	0	18					
Totals							
	62	31	49	22	3	3	21

New Resident Orientations Year to Date

United Mutual		
Date	Attendance	Director
Wednesday, January 9, 2019	0	Canceled
Friday, February 01, 2019	20	Skillman
Wednesday, March 13, 2019	32	Morrison
Friday, April 05, 2019	18	Blackwell
Wednesday, May 08, 2019	0	Canceled
Friday, June 07, 2019	37	Addington
Wednesday, July 10, 2019	29	Randazzo
Friday, August 02, 2019	18	Armendariz
Wednesday, September 11, 2019	22	Addington
Friday, October 04, 2019	0	Canceled
Wednesday, November 13, 2019	32	Torng
Friday, December 06, 2019		Skillman
Total YTD	208	
Third Mutual		
Date	Attendance	Director
Friday, January 18, 2019	45	Frankel
Wednesday, February 20, 2019	32	Carpenter
Friday, March 15, 2019	0	Canceled
Wednesday, April 17, 2019	21	Parsons
Friday, May 17, 2019	10	Bruninghaus
Wednesday, June 19, 2019	26	Pearlstone
Friday, July 19, 2019	19	Frankel
Wednesday, August 21, 2019	24	McCary
Friday, September 20, 2019	13	Pearlstone
Wednesday, October 16, 2019	20	Jarrett
Friday, November 15, 2019	22	McCary
Wednesday, December 18, 2019		Pearlstone
Total YTD	232	

RESOLUTION 90-19-04**Golden Rain Foundation of Laguna Woods
Media and Communications Committee Charter**

WHEREAS, the Media and Communications Committee (formerly the Broadband Committee) has been established pursuant to Article 7, Section 7.1.1 of the Bylaws of the Corporation; and

WHEREAS, this charter has not been updated since ~~its original adoption April 1, 2014~~
January 2, 2019;

NOW THEREFORE BE IT RESOLVED, ~~January 2, 2019~~ [DATE], that the Board of Directors of this Corporation hereby assigns the duties and responsibilities of this Media and Communications Committee, as follows:

1. Comply with Resolution G-89-95, "General Duties of Standing Committees," adopted October 3, 1989.

GENERAL DUTIES OF STANDING COMMITTEES

- i. Advise and recommend to the Board, goals, policies and expectations in the committee's area of concern, and in management's divisional performance, for the purpose of evaluating ongoing experience; these goals, policies and expectations should be quantifiable or otherwise measurable, wherever possible and appropriate.
- ii. Assure mutual understanding, between committee and respective management division, of approved goals, policies and expectations.
- iii. Keep informed generally regarding the extent and quality of operational performance.
- iv. Seek an acceptable level of congruence among board expectations, management performance and, generally, resident experience and desire.
- v. Seek optimum benefit/cost results in the committee's area of concern.
- vi. Review on a continuing basis the long-range needs of the Laguna Woods Village community, its residents, facilities, services and programs, within the committee's area of concern, and develop information that will assist this corporation, or the housing

corporations, in addressing anticipated future needs within their areas of responsibility. Forward recommendations and information based on said review to the Board of Directors of this corporation, to other standing committees of this corporation, or to other governance entities as appropriate.

COMMITTEE'S AREAS OF CONCERN

2. Promote two-way communications within the community by every medium available.
3. Ensure the maintenance and operation of GRF Broadband and cable services system, the website, social media, and all publications and broadcasts under the committee's jurisdiction.
4. Serve as liaison between the GRF Board, Broadband Services, and Marketing and Communications Division (MarComm).
5. Work with GRF committees and GRF Board of Directors on matters related to areas of responsibility in this Charter.
6. Review the capital requirements, service levels, and projected revenue related to the GRF Broadband Services Division (cable, Village Television and internet services), other activities referenced in this Charter, and make recommendations to the GRF Business Planning Committee.
7. Review all non-budgeted requests originated by the GRF Broadband Services Division (cable, Village Television and internet services), the Marketing and Communications Division or the CEO/COO, and recommend appropriate action to the Finance Committee.
8. Ensure that the Headend, Broadband and Village Television facilities, equipment and operations owned or managed by this corporation are maintained as necessary to sustain a consistent level of performance to meet the requirements of the Community, the City of Laguna Woods Franchise Agreement, and FCC Regulations.
9. Direct the managing agent to prepare specifications and contracts used for procurement of programming, services, and commercial advertisements. Review and modify criteria, as appropriate reflected in Resolution 90-17-15 Programming Network Contract Renewals. See Attached.
10. Direct the managing agent to implement capital plan projects per Board-approved scope of work.
11. Serve as a liaison between the GRF Board and the managing agent to ensure

that communication services, and any associated equipment, are appropriate for the intended services. Make recommendations to all Boards, as necessary.

12. Perform such other duties as may be assigned by the GRF Board of Directors.

RESOLVED FURTHER, Resolution 90-19-04, adopted January 2, 2019, is hereby superseded and canceled; and

~~**RESOLVED FURTHER**, Resolution 90-14-17, adopted April 1, 2014, is hereby superseded and canceled; and~~

RESOLVED FURTHER, that the officers and agents of this Corporation are hereby authorized on behalf of the Corporation to carry out the purpose of this Resolution.

RESOLUTION 90-17-15

Programming Network Contract Renewals

WHEREAS, contract renewals are the sole responsibility of GRF; and

WHEREAS, the Media and Communications Committee (MACC) has found it necessary to define a standard that implements a procedure that evaluates programming contracts when they come up for renewal; and ensures that the rising cost of television programming is kept to a minimum; and

WHEREAS, GRF belongs to a cable television cooperative, National Cable Television Cooperative, which assists in the negotiation of most contracts which results in the best rates as the cable television cooperative represents more than six million subscribers; and

NOW THEREFORE BE IT RESOLVED, May 7, 2017, that the Board of Directors recognizes Programming Network Contracts as a special industry contract and hereby establishes the following contract renewal standard for future television contract negotiations:

NOW THEREFORE BE IT RESOLVED, that all independent contracts are executed by two GRF officers, if a service provider contract exceeds the budgeted amount or includes significant changes in programming, the contract will be reviewed in GRF executive session.

RESOLVED FURTHER, that Resolution 90-03-76, adopted August 5, 2003 is hereby superseded and cancelled.

RESOLVED FURTHER, that the officers and agents of this corporation are hereby authorized on behalf of the corporation to carry out the purpose of this resolution.