



**GRF COMMITTEE OF THE GOLDEN RAIN FOUNDATION MEDIA AND
COMMUNICATIONS COMMITTEE**

**Thursday, February 15, 2018 - 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**
Meeting Report from January 1, 2018
[GRF MACC Report 1-15-2018.pdf](#)
- 5. Chair's Remarks**
 - a. Introduction of new Marketing and Communication Manager, Eileen Paulin
 - b. Introduction of Lisa Hart, Village Television Morning Program Host
- 6. Member Comments (Items Not on the Agenda)**

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:

- 7. Broadband Update**
 - a. ProForma Operating Statement
[Agenda Item 7 Broadband Services Update \(2\).pdf](#)
 - b. Subscriber Counts
 - c. Analog Conversion Schedule

8. Contract Renewals

- a. Contract Renewals
[Agenda Item 8-Contract Renewals .pdf](#)

9. Marketing and Communications Report

- a. Breeze Update
[Item 9 Marketing and Communication Report.pdf](#)
- b. Thrive Update

10. Debut of “The Scoop” Page on www.lagunawoodsvillage.com

ITEMS FOR DISCUSSION AND CONSIDERATION:

11. Review Broadband, Village Television and Media 55 Logos

- Village Media Services Logo
[Agenda Item 11 Village Media Services Logos.pdf](#)

Items for Future Agendas

12. Communication Plan

CONCLUDING BUSINESS:

13. Committee Member Comments

14. Date of Next Meeting

15. Adjournment



OPEN MEETING

MINUTES OF THE REGULAR MEETING OF THE GOLDEN RAIN FOUNDATION MEDIA AND COMMUNICATIONS COMMITTEE

Monday, January 15, 2018 – 1:30 p.m.
Laguna Woods Village Community Center, Board Room
24351 El Toro Road, Laguna Woods, CA 92637

REPORT

MEMBERS PRESENT: Chair Joan Milliman, Directors Beth Perak, Diane Phelps, Roy Bruninghaus, Steven Leonard, Maggie Blackwell, Ryna Rothbergh and Advisers John Perak, Steve Carman and Lucy Parker

MEMBERS ABSENT: Directors Burt Baum and Susan Caine

OTHERS PRESENT: Juanita Skillman- United Mutual, Dick Rader- VMS

STAFF PRESENT: Lori Moss, Chuck Holland, Paul Ortiz and Becky Jackson

1. Call to Order

Chair Joan Milliman called the meeting to order at 1:30 p.m.

2. Acknowledgment of Press

There were no media present.

3. Approval of Agenda

Agenda was approved unanimously.

4. Approval of Meeting Report from December 18, 2017

Report from December was approved unanimously.

5. Chair's Remarks

Chair Joan Milliman welcomed Director Roy Bruninghaus, representative from Third Mutual and wished everyone a Happy New Year.

Chair Milliman talked about the success of the Town Hall meeting and the capabilities associated with new digital services and cost comparisons to satellite and cable.

6. Member Comments

Members provided comments on making it easier to find YouTube videos on the website, and Pac 12 viewing. Mr. Holland responded to comments.

REPORTS:

7. Broadband Update
 - a. ProForma Operating Statement
Mr. Holland gave a report on the ProForma Operating Statement.
 - b. Subscriber Counts
Mr. Holland gave an overview of subscriber counts.
 - c. Analog Conversion Schedule
Mr. Holland reported February 5, 2018 is the first scheduled removal of analog services.
8. Contract Renewals
Mr. Holland gave a report on contract renewals and talked about the negotiations that are in process with KTLA.

Director Beth Perak asked about feedback from the Town Hall Meeting.

Adviser John Perak asked about the ability to cast channels from a smartphone or iPad to a television.
9. Marketing and Communications Report
 - a. Breeze Update
Lori Moss gave an overview of the report on the Breeze.
 - b. Thrive Expansion Possibilities
Ms. Moss talked about Thrive and showed a clip from the website.
 - c. Thrive meeting scheduled for Wednesday, January 17 at 9:30 a.m.
10. Debut of "The Scoop" Page on www.lagunawoodsvillage.com
Ms. Moss described articles that might be on the new page.

Mr. Rader commented that YouTube videos are buried.

Director Leonard mentioned there is confusion with the "All News" option and suggested removing this.

ITEMS FOR DISCUSSION AND CONSIDERATION:

11. Review Broadband, Village Television and Media 55 Logos
Ms. Moss reported she has consultants working on logos.

ITEMS FOR FUTURE AGENDAS:

Broadband, Village Television and Media 55 Logos

CONCLUDING BUSINESS:

12. Committee Member Comments

Adviser Lucy Parker talked about collaborating with the writing club for videos for the Thrive Project.

Director Roy Bruninghaus will assist in writing reports for Third Mutual Breeze.

Director Phelps would like the Scoop Page to address the Letters to the Editor in the Globe.

Director Perak would like the Scoop Page to address issues in a general nature in lieu of specific letters.

Director Maggie Blackwell likes the ideas of changes through the navigation of the website that Director Leonard suggested and likes the idea of the Scoop Page.

Director Leonard took a survey of the committee members who found navigating the website for YouTube videos easy; and would like to see the website tighten up and made more user-friendly.

Chair Milliman would like to see a format or structure residents can use.

13. Next meeting – February 15, 2018 at 1:30 in the Board Room.

14. Adjournment at 3:05 p.m.


Joan Milliman, Chair
Media and Communications Committee

STAFF REPORT

DATE: February 15, 2018
FOR: Media & Communication Committee
SUBJECT: Broadband Services Update

RECOMMENDATION

Receive and file report.

BACKGROUND

Regular monthly reports are submitted to Media & Communications Committee (MACC) for review. The Broadband Services Subscriber Accounts report is Attachment 1 and the Broadband Expenses and Revenue/Operating Statement is Attachment 2. The phase two Analog Conversion Schedule is Attachment 3.

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, Information Technology Director, will be providing Broadband Services updates on an ongoing base.

FINANCIAL ANALYSIS

None

Prepared By: Chuck Holland – Information Services Director

Reviewed By: Lori Moss – Community Manager

ATTACHMENT(S)

Attachment 1: Broadband Services Subscriber Accounts

Attachment 2: Statements of Expenses and Revenues/Operating Statement

Attachment 3: Analog Conversion Schedule

Golden Rain Foundation of Laguna Woods
Proforma Broadband Services Summary of Operations
12/31/2017

	Cable Television	TV6	Ad Insertion	Internet	YTD ACTUAL	YTD BUDGET
Revenues:						
Non-Assessment Revenues:						
Merchandise Sales						
41503500 - Merchandise Sales - Broadband	\$16,710	\$0	\$0	\$0	\$16,710	\$18,310
Total Merchandise Sales	16,710	0	0	0	16,710	18,310
Broadband Services						
45001000 - Ad Insertion	0	0	666,983	0	666,983	632,519
45001500 - Premium Channel	408,621	0	0	0	408,621	536,648
45002000 - Cable Service Call	60,930	0	0	0	60,930	90,000
45002500 - Cable Commission	69,660	0	0	0	69,660	42,736
45003000 - High Speed Internet	0	0	0	1,460,957	1,460,957	1,380,036
45003500 - Equipment Rental	1,590,415	0	0	17,850	1,608,265	1,427,000
45004000 - Video Production	0	51,289	0	0	51,289	96,000
45004500 - Video Re-Production	0	2,497	0	0	2,497	4,000
45005000 - Message Board	0	18,000	0	0	18,000	20,300
45005500 - Advertising	0	34,704	0	0	34,704	56,981
Total Broadband Services	2,129,626	106,489	666,983	1,478,807	4,381,905	4,286,220
Miscellaneous						
47001500 - Late Fee Revenue	5,922	0	0	0	5,922	10,000
Total Miscellaneous	5,922	0	0	0	5,922	10,000
Total Non-Assessment Revenue	2,152,258	106,489	666,983	1,478,807	4,404,536	4,314,530
Expenses:						
Employee Compensation						
51011000 - Salaries & Wages - Regular	594,582	388,353	186,074	25,195	1,194,204	1,373,268
51041000 - Wages - Overtime	16,081	7,912	416	563	24,972	1,163
51061000 - Holiday & Vacation	25,770	14,451	3,706	1,234	45,160	41,421
51071000 - Sick	27,610	5,251	5,652	3,824	42,337	31,453
51081000 - Sick - Part Time	0	0	0	0	0	775
51091000 - Missed Meal Penalty	105	1,635	38	29	1,806	1,450
51101000 - Temporary Help	7,601	0	0	0	7,601	1,000
51981000 - Compensation Accrual	(9,102)	(2,926)	(6,954)	(2,782)	(21,764)	0
Total Employee Compensation	662,646	414,675	188,932	28,063	1,294,316	1,450,530
Compensation Related						
52411000 - F.I.C.A.	48,369	30,754	12,120	1,813	93,055	103,985
52421000 - F.U.I.	2,520	1,415	378	105	4,418	1,316
52431000 - S.U.I.	4,324	2,044	147	355	6,871	6,580
52451000 - Workers' Compensation Insurance	52,164	38,270	1,414	2,058	93,905	95,248
52461000 - Non Union Medical & Life Insurance	45,095	35,863	9,861	4,123	94,941	148,212
52481000 - Non-Union Retirement Plan	19,782	13,551	10,511	1,140	44,984	56,061
52491000 - Resident Staff Benefits	744	0	0	28	772	88,152
52981000 - Compensation Related Accrual	(2,260)	(1,370)	(456)	(600)	(4,687)	0
Total Employee Compensation and Related	170,739	120,527	33,973	9,021	334,260	499,554
Materials and Supplies						
53001000 - Materials & Supplies	40,738	8,213	2,369	48	51,368	41,567
53004000 - Freight	1,076	24	0	0	1,100	0
Total Materials and Supplies	41,815	8,237	2,369	48	52,469	41,567
Utilities and Telephone						
53301000 - Electricity	132,362	0	0	0	132,362	143,400
53304000 - Telephone	588	0	0	0	588	0
Total Utilities and Telephone	132,951	0	0	0	132,951	143,400
Legal Fees						

Broadband Services Subscriber Counts 2017-2018

	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN
Subscriber Counts												
Digital Subscribers	5,863	5,887	5,868	5,869	5,884	5,897	5,921	5,908	5,876	5,929	5,962	5,997
PBC	16	16	15	13	14	15	15	14	14	14	16	16
Set-Top Boxes												
DVR's	5,824	5,844	5,843	5,862	5,917	5,940	5,960	5,926	5,872	5,988	6,051	6,093
Standard	844	841	827	810	791	779	766	754	743	736	723	713
HD Standard	1,686	1,699	1,703	1,713	1,713	1,718	1,742	1,769	1,774	1,769	1,775	1,794
Pay-TV												
HBO	977	975	976	976	980	1,009	1,016	1,002	994	994	988	990
Cinemax	156	157	155	152	154	151	148	145	137	137	139	135
Showtime	523	519	506	503	510	504	506	501	492	483	485	487
Starz/Encore	340	340	339	337	333	326	326	356	352	354	342	337
International Ch.												
TV Asia	3	2	2	2	2	2	3	3	3	3	3	3
CTI-Zhong Tian	15	14	14	14	14	14	14	14	14	14	14	14
The Filipino Channel	55	52	51	53	53	52	51	50	48	48	50	49
CCTV4	7	8	8	8	8	10	10	10	9	9	9	9
Channel One Russia	10	11	11	11	11	11	11	12	11	11	11	11
tvK	6	6	6	6	6	6	6	6	6	6	6	6
TV5Monde	30	30	29	28	29	30	30	29	29	30	30	28
Media Set Italia	6	6	5	6	6	5	5	5	5	5	-	-
RAI Italia	-	-	-	-	-	-	-	-	-	-	5	7
TV Japan	34	36	36	35	36	36	36	36	38	37	37	40
Total International	166	165	162	163	165	166	166	165	163	163	165	167
High Speed Data												
High Speed Data	9,538	9,367	9,374	9,351	9,349	9,399	9,438	9,449	9,464	9,502	9,569	9,630

53401500 - Legal Fees	456	0	0	0	456	2,500
Total Legal Fees	456	0	0	0	456	2,500
Equipment Rental						
53501500 - Equipment Rental/Lease Fees	12,848	0	0	0	12,848	0
Total Equipment Rental	12,848	0	0	0	12,848	0
Outside Services						
53601500 - Credit Card Transaction Fees	42,443	0	7,728	0	50,171	0
53602500 - Licensing Fees	7,500	0	3,500	0	11,000	140,748
53704000 - Outside Services	197,455	77,982	5,229	0	280,666	162,040
Total Outside Services	247,398	77,982	16,457	0	341,837	302,788
Repairs and Maintenance						
53701000 - Equipment Repair & Maint	22,913	10	193	0	23,115	63,658
Total Repairs and Maintenance	22,913	10	193	0	23,115	63,658
Other Operating Expense						
53801000 - Mileage & Meal Allowance	129	54	2,542	0	2,726	4,200
53801500 - Travel & Lodging	520	1,688	627	140	2,976	5,590
53802000 - Uniforms	3,311	0	0	0	3,311	1,360
53802500 - Dues & Memberships	0	0	0	0	0	955
53803000 - Subscriptions & Books	0	0	58	0	58	199
53803500 - Training & Education	0	475	475	0	950	2,520
53804000 - Staff Support	0	0	0	0	0	500
53901500 - Volunteer Support	0	41	0	0	41	100
54002500 - Filing Fees / Permits	86	0	0	0	86	0
Total Other Operating Expense	4,046	2,258	3,703	140	10,147	15,424
Property and Sales Tax						
54301500 - State & Local Taxes	1,202	180	0	0	1,381	2,562
54302000 - Property Taxes	10	2	4	3	19	38
Total Property and Sales Tax	1,212	181	4	3	1,400	2,600
Cable Programming/Copyright/Franchise						
54501000 - Cable - Programming Fees	4,450,577	0	0	0	4,450,577	4,600,841
54501500 - Cable - Copyright Fees	45,863	0	0	0	45,863	40,000
54502000 - Cable - Orange County Franchise Fees	236,245	5,129	36,605	0	277,979	210,934
54502500 - Cable Promotions	189	0	3,671	0	3,859	5,065
Total Cable Programming/Copyright/Franchise	4,732,874	5,129	40,276	0	4,778,279	4,856,840
Uncollectible Accounts						
54602000 - Bad Debt Expense	7,253	0	13,680	0	20,933	14,500
Total Uncollectible Accounts	7,253	0	13,680	0	20,933	14,500
Total Expenses	6,037,149	628,999	299,587	37,274	7,003,009	7,393,361
Net Revenue/(Expense)	(\$3,884,891)	(\$522,510)	\$367,396	\$1,441,532	(\$2,598,473)	(\$3,078,831)

Important Notice regarding Village Cable Services

Phase two of the Digital Services Upgrade, that will delete analog channels, will occur on April 9, 2018. Removing the following Analog channels will free up much needed bandwidth to accommodate new services including Whole-home-DVR:

- WGN Superstation Ch. 50
- History Channel Ch. 60
- Travel Channel Ch. 63
- BBC American Ch. 69
- American Movie Classics (AMC) Ch. 71
- Arts & Entertainment (A&E) Ch. 72
- Discovery Channel Ch. 74
- National Geographic Ch. 74

If you already lease a set-top-box, DVR or DTA: *No action is required.* If you would like to continue to view the above channels, please contact Residents Services to lease a digital device.

Any Questions Call 949.837.2670

STAFF REPORT

DATE: February 15, 2018
FOR: Media & Communication Committee
SUBJECT: Contract Renewals

RECOMMENDATION

Receive and file the report

BACKGROUND

The GRF Information Services Department oversees the operations of the Community's cable system which includes, but is not limited to, coordinating programming agreements, launching new products and services, and managing cable equipment.

DISCUSSION

The KTLA contract renewal has been unsuccessful due to the significant increase required by parent company Tribune Media. The KTLA contract expired on December 31, 2017 and as a result programming continues to be no longer available to residents of Laguna Woods Village. NBC Universal contract is set to expire at the end of 2018. NCTC will be handling the negotiations for all of their cable operators.

2017 PROGRAMMING COSTS YEAR TO DATE

Period	Actual	Budgeted	Variance	%
January – November	\$4,450,577	\$4,600,841	\$150,264	3.2%

FINANCIAL ANALYSIS

See above.

Prepared By: Paul Ortiz, Television Services Manager

Reviewed By: Chuck Holland, Information Services Director
Lori Moss, Community Manager

ATTACHMENT(S)

Attachment 1: 2018 Contract Renewal

Parent Company	Channel	Term	Expiration Date	Budgeted Increase
NBC Universal	Bravo	3yr	12/31/2018	10%
	CNBC Financial News			
	E! Entertainment			
	Golf Channel			
	KNBC			
	MSNBC			
	NBC Sports			
	Olympics Package			
	Oxygen			
	SyFy			
Game Show Network, LLC	Universal HD	4yr	12/31/2018	3%
	USA			
	GSN-Game Show Network			
	Showtime			
	Jewelry Television			
Premium - SNI		2yr	4/30/2018	4.5%
Multimedia Commerce Group, Inc / NCTC		3yr	3/31/2018	N/A

STAFF REPORT

For: GRF Media & Communications Committee
Date: February 15, 2018
Subject: Marketing and Communication Report – January 2018

RECOMMENDATION

Receive and file report.

BACKGROUND

Media and Communication staff prepares a bi-monthly report for MACC. This report includes, but is not limited to, Media Acknowledgements, Docent Tour Attendance, New Resident Orientation Attendance, Website Traffic, and Social Media Analytics.

DISCUSSION

Docent Tours

In January, there were 317 in attendance (16 tours). When asked, “How did you learn about the Village?” 139 said research/Internet, 92 were residents, 33 were referred by a friend or relative, nine were referred by a realtor, and nine had other reasons.

New Resident Orientation Meeting

New Resident Orientation Attendance	
January 2018	
Third	33
United	15*

**Attendance was limited due to size of room.*

Media Acknowledgements

Source	Date	Subject
OC Register	1/12/2018	Laguna Woods couple celebrates 75 years of marriage
OC Register	1/22/2018	‘Laugh ambassadors’ of Laguna Woods say laughter yoga helps them forget their troubles
OC Register	1/30/2018	Laguna Woods’ Clown College shows retirees how to find their ‘inner clown’

Staff Speaking Engagements

Name	Date	Club or Event	Subject	Attendance
Betty Parker, Financial Services Director	1/3/2018	Educational Meeting	United Reserves	20
Betty Parker, Financial Services Director	1/4/2018	Educational Meeting	GRF Reserves	20
Chuck Holland, IT Director	1/10/2018	Town Hall	Broadband Services	40
Chris Spar, Resident Services Director	1/11/18	Garden Villa Building Captains Meeting	Resident Services	40
Bruce Hartley, General Services Director	1/18/2018	VMS Board Meeting	General Services	20
Ernesto Munoz, Maintenance Operations Manager	1/22/18	Garden Villa Recessed Area Taskforce	Garden Villa Breezeway Pilot Project	10
Ernesto Munoz, Maintenance Operations Manager	1/24/18	Garden Villa Recessed Area Town Hall	Garden Villa Breezeway Pilot Project	70

Marketing and Communications Tracking – January 2018

Release Date	Communication(s)	Press Release
1/1/2018	Top '8 in 18	
	Digital TV Improvements	Yes
	KTLA Contract	
	Lawn Bowling Green Improvement	Yes
	New Security Vehicle Look	
	Granicus	
	Contractor pass	Yes
	Plan-A-Ride	Yes
1/5/2018	Clubhouse 5 Fitness Room	Yes
	Replacement ID Card Fee Clarification	Yes

	Digital TV Improvements	Yes
	Power Outages	
	Brad Hudson joins History Center as Trustee	Yes
	2018 Assessments	
1/9/2018	Winter Storm Watch	
1/10/2018	We're Hiring	
1/12/2018	Chinese New Year	Yes
	Protect Yourself from Flu	
	City Shredding Event	
	SCE Construction on Moulton	
	Mail Theft Protection	
	Things to Know	
1/19/2018	Pat Boone	Yes
	Digital TV Improvements	Yes
	Gate Access Reminders	Yes
	Chicago Tribute Band	
1/26/2018	Pat Boone	Yes
	Pickleball	
	Painting Class	Yes
	Theatre Guild Presents Grandparent's Revenge	
	Newsletter	
11/11/2018	The Village Breeze: January 2018	
1/15/2018	Garden Center News	
1/23/2018	VMS Employee Newsletter	
	Printed Newsletters, Flyers and Notices	
11/11/2018	The Village Breeze: January 2018	

Site Engagement Report

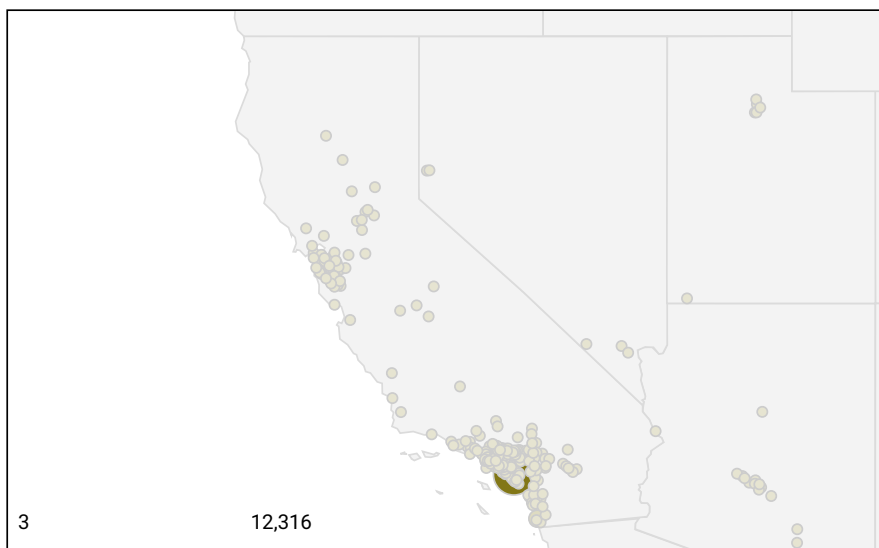
Users
16,985
↑ 20.9%

Sessions
30,532
↑ 23.3%

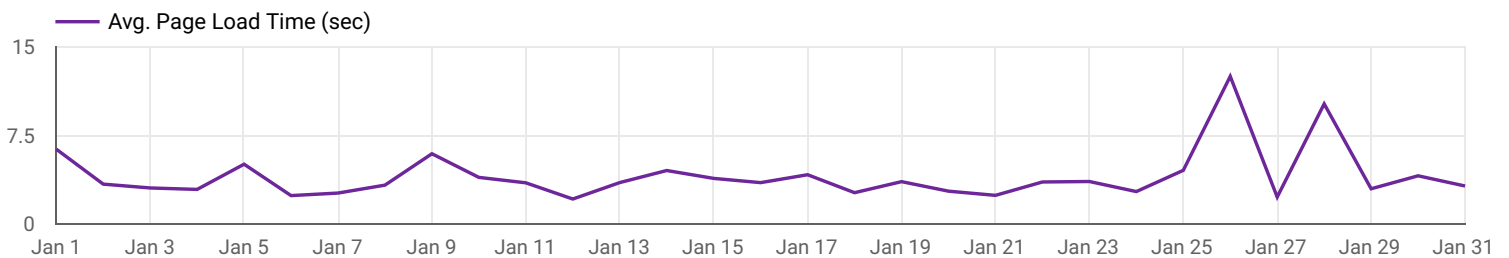
Avg. Session Duration
00:03:09
↑ 8.6%

Avg. Page Load Time (sec)
3.9
↑ 16.2%

	Page	Page Title	Users ▾	Sessions	Bounce Rate
1.	/	Home Laguna Woods Village	10,050	14,192	28.18%
2.	/residents	Residents Laguna Woods Village	3,528	790	41.39%
3.	/neighborhoods	Neighborhoods Laguna Woods Village	2,882	255	41.57%
4.	/amenities	Amenities Laguna Woods Village	2,529	161	41.61%
5.	/neighborhoods/floorplans	Floorplans Laguna Woods Village	1,773	515	69.9%
6.	/calendars	Calendars Laguna Woods Village	1,613	191	50.26%
7.	/neighborhoods/sales-and-leasing	Sales & Leasing Laguna Woods Village	1,441	201	62.69%
8.	/contact	Contact Laguna Woods Village	1,406	395	75.44%
9.	/amenities/clubs	Clubs Laguna Woods Village	1,293	391	52.43%
10.	/about	About Laguna Woods Village Laguna Woods Vi...	1,245	106	51.89%
11.	/frequently-asked-questions	Frequently Asked Questions Laguna Woods Vill...	1,109	85	48.24%
12.	/news	News Laguna Woods Village	953	87	26.44%
13.	/residents/resident-services	Resident Services Laguna Woods Village	901	326	49.39%
14.	/amenities/clubs/golf-club-womens-nine-h...	Golf Club - Women's 9 Hole Laguna Woods Vill...	867	1,628	88.76%
15.	/news/category/events	Events Laguna Woods Village	811	71	33.8%



	City	Sessions ▾
1.	Laguna Woods	12,316
2.	Los Angeles	1,899
3.	Irvine	1,277
4.	San Diego	1,039
5.	Laguna Hills	779
6.	Mission Viejo	675
7.	Philadelphia	594
8.	Lake Forest	544
9.	Laguna Niguel	504
10.	(not set)	421



FACEBOOK ANALYTICS: January - 30 Facebook Posts

(In comparison to December 2017)

1,2557,8634,7361,248562,526733

PAGE VIEWSFANS ENGAGINGENGAGEMENTREACTIONSNEW PAGE LIKESDAILY REACHCLICKS TO WEBSITE

+18%-21%+33%-11%+19%-20%-14%

TOP ENGAGING CONTENT

Laguna Woods Village

Published by Ryan Teller

This past Jan. 10, Sara and Mickey celebrated their 75th wedding anniversary!

Learn more about their marriage and their involvement at Laguna Woods Village here: <http://bit.ly/2Dndvfy>

DATE: 01/21

REACH: 861

REACTIONS: 118

Laguna Woods Village

Published by Kristen Teller

The New Year is finally here!

Let's make it a great year.

DATE: 01/01

REACH: 806

REACTIONS: 107

Laguna Woods Village

Published by Ryan Teller

Laughter roared from Clubhouse 1 on Jan. 22 as the Laughter-Yoga Class celebrated its ninth anniversary with its 25-plus members!

Learn more about this hilarious club and the techniques they use to improve their health and stay positive here: <http://bit.ly/2E7qyV6>

DATE: 1/27

REACH: 1,249

REACTIONS: 79

Laguna Woods Village

Published by Ryan Teller

Grab you red nose!

Clown Alley is starting another session of its Clown College on Tuesday, Jan. 30. The 12-week session runs every Tuesday at 2 p.m. in the Los Olivos Room in Clubhouse 2.

To register, or for more information, click here: <http://bit.ly/2AK2jlm>

DATE: 1/11

REACH: 795

REACTIONS: 72

STAFF REPORT

DATE: February 15, 2018
FOR: Media & Communication Committee
SUBJECT: Broadband, Village Television and Media Services 55 Logos

RECOMMENDATION

Select Logos for use by Village Media Services.

BACKGROUND

The current Laguna Woods Village television station name and logo are out of date, as the television station is no longer exclusively on channel 6. To reflect that the station is now offered in high definition, CEO Bradley Hudson announced in this State of the Village that the television station name was changed to Village Television.

DISCUSSION

The Information Technology (IT) and Marketing and Communications (MarComm) Staff worked with GRF's marketing consultant, Brandtailers, to develop a new logo for the station, as well as complimentary logos for Village Media Services ("Broadband") and Media Services 55 (cable advertising).

Brandtailers has presented three logo families for the committee's consideration. The logos will be presented at the February 15, 2018 Media & Communications Committee (MACC) Meeting.

Upon selection of logos by the MACC committee, staff will begin implementation of the logo immediately and direct GRF's legal counsel to proceed with trademark registration.

FINANCIAL ANALYSIS

None.

Prepared By: Heather Rasmussen, Senior Public Affairs Specialist

Reviewed By: Lori Moss, Community Manager