



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

**Tuesday, February 26, 2019 - 9:30 AM
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 - January 21, 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**
- 10. Policy Review on Photography, Filming in the Village and Media-Eileen Paulin**
- 11. Docent Tours-Becky Jackson**

ITEMS FOR DISCUSSION AND CONSIDERATION:

- 12. Combining Communication Committees-Eileen Paulin**

ITEMS FOR FUTURE AGENDAS:

CONCLUDING BUSINESS:

13. Committee Member Comments

14. Date of Next Meeting-Monday, March 18, 2019, at 1:30 p.m. in the Board Room

15. Adjournment



OPEN MEETING
THE GOLDEN RAIN FOUNDATION
MEDIA AND COMMUNICATIONS COMMITTEE
Monday, January 21, 2018, at 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 Elsie Addington, Roy Bruninghaus, Annette Sabol Soule, Maggie Blackwell, Lynn Jarrett, Ryna Rothberg Advisers Lucy Parker, Sheila Bialka and Steve Carmen.

MEMBERS ABSENT: Director Pat English.

OTHER'S PRESENT: Juanita Skillman—United, Andre Torng—United and Diane Phelps—GRF

STAFF PRESENT: Eileen Paulin, Chuck Holland, Paul Ortiz, Ellyce Rothrock and Becky Jackson.

1. **Call to Order**
Chair Joan Milliman called the meeting to order at 1:32 p.m.
2. **Acknowledgement of Media**
Paul Ortiz from Village Television was present.
3. **Approval of the Agenda**
Chair Joan Milliman would like to add the Press Policy to the agenda for the future. Agenda was approved.
4. **Approval of Meeting Report December 17, 2018**
Report was approved.
5. **Chair's Remarks**
Chair Milliman welcomed the committee and new Adviser Sheila Bialka. She stated how impressed she was with the progress of MarComm and IT. She is hoping to see more communications from Residents through the Resident Portal when they are up.
6. **Member Comments (Items not on the Agenda)**
Lou Sharkansky 18-E was called to speak and asked to be opted out of cable services. He questioned whether the Village has a vested interest with West Coast Internet. Mr.

Sharkansky stated he would like to have ESPN added to the services.

Larry Green 477-P was called to speak stating he is having issues with his TV.

Diane Jean 3080-B was called to speak stating she is having issues with her TV.

Patti Day 731-C was called to speak and asked about having channel 5 in the lineup. Ms. Day talked about the volume increase during the advertising, specifically during the Losaro programming, and asked if anything can be done to control the volume increase.

7. Director's and Staff Forum

Chuck Holland addressed Resident concerns explaining the contracts and the bulk pay negotiations that have taken place over the years to obtain a competitive pricing. He also addressed the volume increase during commercials explaining these vary based on the setup of the TV and types of commercials. Mr. Holland also explained advertising offsets the cost of the contracts to keep monthly rates down for the Residents. He promised to look into volume reduction for Ms. Day.

Mr. Holland commented on Mr. Sharkansky's inquiry on opting out of West Coast Internet, stating he is welcome to do so but he will still be pay for services, since it is included in GRF assessments. Mr. Holland asked Becky Jackson to provide him with Mr. Sharkansky's information so he can contact him after following up with the request for adding ESPN.

Chair Milliman suggested that if Residents have any questions or concerns with their internet or TV services they can contact Resident Services.

REPORTS:

8. Broadband and Contracts Report—Chuck Holland

Mr. Holland reported on Broadband and Contract renewals and increases with CBS, NBC and FOX. He discussed how costs are being offset through internet subscription and ad insertion.

Mr. Holland reported on Subscriber counts and explained the numbers to the committee.

9. Channel Mapping and Channel 3 Guide-Chuck Holland

Mr. Holland reported on the high call volume with channel mapping and channel 3 guide issues. In order for GRF Broadband Services to provide modernized digital cable television services, investments in digital technology are required. By investing in digital converters for every manor Resident satisfaction would increase by providing the following services:

- Digital televisions would map channels to the correct number.
- Digital televisions would no longer need to be re-scanned when changes are made.
- Digital television would have an interactive guide to replace channel 3.

- Digital televisions would provide whole number channels instead of sub-channels.
- Digital televisions would receive encrypted programming content required by networks.

Mr. Holland reported that the goal is to continue providing competitive basic cable services at competitive prices that are included in monthly assessments, increase resident satisfaction and reduce customer service phone calls.

10. Marketing and Communications Report-Eileen Paulin

Eileen Paulin provided a power point presentation on the Village Management Services Strategic Plan which includes providing exemplary customer service. This was demonstrated in MarComm through personal phone calls, emails, letters and New Resident Orientations to welcome new members to the community. Ms. Paulin provided the Committee with updates on Docent Tours which included scheduling, frequency and updates on docent training.

Ms. Paulin updated the Committee on real estate signs, emergency and safety correspondences and letters. She reported that in CodeRED there is a policy limiting contacting residents between the hours of 7 a.m. to 10 p.m. only, unless a life-threatening emergency exists.

Ms. Paulin intends to publicize Dwelling Live again as well as update social media.

11. Policy Review on Photography and Filming in the Village-Eileen Paulin

Ms. Paulin reported there have been several requests from outside vendors to photograph and film in the Village. This includes the use of drones. She suggested a subcommittee to review and create a new policy. The subcommittee will consist of Chair Milliman, Director Annette Sabol Soule, Adviser Steve Carman, Ms. Paulin, Mr. Ortiz and Brian Gruner.

ITEMS FOR DISCUSSION AND CONSIDERATION:

12. Outreach to Non-English Speaking Residents-Eileen Paulin

Ms. Paulin introduced having a New Resident Orientation and Docent Tour in Chinese. She will utilize members of the Chinese Club and offer training to members who are interested.

Andre Torng 389-Q explained this would assist non-English speaking residents in understanding rules in the Village.

ITEMS FOR FUTURE AGENDAS:

13. Residents' Correspondence-Eileen Paulin

Ms. Paulin reported that she wanted to keep the Committee in the loop with all the updates including letters regarding fumigation, water conservation, and pesticide and maintenance schedules.

Chair Milliman would like to add the Press Policy for next month's agenda.

CONCLUDING BUSINESS:

15. Committee Member Comments

Adviser Bialka stated she didn't realize the amount of work that went into the committee.

Adviser Lucy Parker is glad to see the Policy on Photography and Filming in the Village is being taken care of.

Adviser Carman requested a copy of Ms. Paulin's report. He asked Mr. Holland to do more research on sports packages.

Director Elsie Addington thanked Mr. Sharkansky for staying for the entire meeting.

Director Sabol Soule thanked the staff for the comprehensive reports.

Director Lynn Jarrett mentioned the Korean residents in the Garden Villas and would like to see MarComm reach out to them with a New Resident Orientation.

Director Roy Bruninghaus discussed the security on the second floor coming up. He would like to see a policy and communication regarding tailgating someone with a badge. He asked MarComm to come up with a statement of etiquette.

Director Ryna Rothberg wants to review the Policy on Photography and Filming in the Village due to an incident at the Towers.

Mr. Holland reviewed the gate closure notices with the upcoming gate arm construction, February 4, 2019. He mentioned the benefits of drones in the Village for VMS Staff. Drones reduce time for Maintenance and Construction when making repairs on the roofs.

Ms. Paulin stated it was nice to see residents stay for the entire meeting and participate.

15. Date of Next Meeting—Tuesday, February 26, 2019, at 9:30 a.m. in the Board Room

16. Adjournment

Meeting was adjourned at 3:46 p.m.


Joan Milliman, Chair
Media and Communications Committee

STAFF REPORT

DATE: February 26, 2019
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. Included in Staff Report are the Contract Renewals, Analog Conversion Schedule, Subscriber Counts and the Proforma Operating Statement.

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.

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)

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
FX	Fox Cable Network Services LLC	12/31/2019	10%	NCTC
KCOP My 13	Fox Cable Network Services LLC	12/31/2019	15%	NCTC
KTTV Fox	Fox Cable Network Services LLC	12/31/2019	20%	NCTC
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

	JUL	AUG	SEPT	OCT	NOV	DEC	JAN
Subscriber Counts							
Digital Subscribers	6,048	6,080	6,087	6,108	6,128	6,256	6,379
Set-Top Boxes							
DVR's	6,010	6,030	6,000	6,019	6,035	6,027	6,064
Standard	648	640	624	617	622	698	704
HD Standard	1,891	1,931	1,930	1,951	1,974	2,053	2,072
TiVo MG2	114	138	141	155	174	183	184
TiVo Qi3	109	132	135	151	171	182	182
DTA	401	396	395	393	389	388	386
HD Converter's	313	341	346	395	431	536	598
Pay-TV							
HBO	945	945	933	929	922	915	916
Cinemax	131	128	127	122	123	126	122
Showtime	475	473	464	461	463	453	448
Starz/Encore	315	315	310	309	323	325	323
PBC	15	15	13	13	13	13	17
International Ch.							
TV Asia	2	2	2	2	2	2	2
CTI-Zhong Tian	13	13	13	13	13	14	14
The Filipino Channel	44	45	47	45	45	45	45
CCTV4	9	10	10	10	10	10	10
Channel One Russia	11	11	11	11	12	12	12
tvK	8	8	8	9	9	9	10
TV5Monde	26	25	25	25	26	26	27
RAI Italia	7	7	6	7	8	9	9
TV Japan	50	50	49	50	50	50	50
Total International	170	171	171	172	175	177	179
High Speed Data							
High Speed Data	9,716	9,741	9,746	9,780	9,814	9,879	9,905

Golden Rain Foundation of Laguna Woods
Proforma Broadband Services Summary of Operations
12/31/2018

	<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	\$30,055	\$0	\$0	\$0	\$30,055	\$21,396
Total Merchandise Sales	30,055	0	0	0	30,055	21,396
Clubhouse Rentals and Event Fees						
42502500 - Clubhouse Event Fees - Non Residents	988	0	0	0	988	0
Total Clubhouse Rentals and Event Fees	988	0	0	0	988	0
Broadband Services						
45001000 - Ad Insertion	0	0	985,218	0	985,218	650,000
45001500 - Premium Channel	390,250	0	0	0	390,250	550,000
45002000 - Cable Service Call	95,835	0	0	0	95,835	90,000
45002500 - Cable Commission	93,031	0	0	0	93,031	43,000
45003000 - High Speed Internet	0	0	0	1,541,494	1,541,494	1,351,327
45003500 - Equipment Rental	1,677,804	0	0	16,800	1,694,604	1,564,000
45004000 - Video Production	0	46,795	0	0	46,795	65,000
45004500 - Video Re-Production	0	2,443	0	0	2,443	3,250
45005000 - Message Board	0	22,325	0	0	22,325	20,000
45005500 - Advertising	0	35,819	0	0	35,819	50,000
Total Broadband Services	2,256,921	107,382	985,218	1,558,294	4,907,814	4,386,577
Miscellaneous						
47001500 - Late Fee Revenue	5,596	0	0	0	5,596	10,000
49009000 - Miscellaneous Revenue	407	0	0	0	407	0
Total Miscellaneous	6,004	0	0	0	6,004	10,000
Total Non-Assessment Revenue	2,293,967	107,382	985,218	1,558,294	4,944,861	4,417,973
Expenses:						
Employee Compensation						
51011000 - Salaries & Wages - Regular	521,552	377,016	228,757	8,298	1,135,623	1,221,538
51041000 - Wages - Overtime	18,260	8,623	5,157	42	32,082	3,250
51061000 - Holiday & Vacation	55,075	38,558	10,001	945	104,579	43,585
51071000 - Sick	11,775	5,058	3,922	81	20,837	35,556
51091000 - Missed Meal Penalty	285	2,419	145	17	2,865	1,500
51101000 - Temporary Help	0	0	0	0	0	1,000
51981000 - Compensation Accrual	4,481	(648)	(3,215)	357	975	10,000
Total Employee Compensation	611,427	431,025	244,768	9,741	1,296,961	1,316,430
Compensation Related						
52411000 - F.I.C.A.	44,031	31,457	14,748	624	90,861	99,502
52421000 - F.U.I.	525	341	84	9	959	1,202
52431000 - S.U.I.	4,636	3,015	742	77	8,470	6,010
52451000 - Workers' Compensation Insurance	41,634	32,689	2,841	343	77,508	108,501
52461000 - Non Union Medical & Life Insurance	51,234	43,157	11,520	645	106,556	135,329
52481000 - Non-Union Retirement Plan	14,229	12,560	9,763	0	36,552	50,355
52981000 - Compensation Related Accrual	4,637	2,993	632	155	8,416	1,600
Total Employee Compensation and Related	160,926	126,212	40,331	1,853	329,321	402,499
Materials and Supplies						
53001000 - Materials & Supplies	33,619	7,309	3,333	17	44,279	45,550
53004000 - Freight	728	10	50	0	789	0
Total Materials and Supplies	34,347	7,319	3,384	17	45,067	45,550
Utilities and Telephone						
53301000 - Electricity	132,313	0	0	0	132,313	132,100
Total Utilities and Telephone	132,313	0	0	0	132,313	132,100
Legal Fees						
53401500 - Legal Fees	0	0	0	0	0	4,000
Total Legal Fees	0	0	0	0	0	4,000
Outside Services						
53601500 - Credit Card Transaction Fees	55,483	0	6,546	0	62,028	9,000
53602500 - Licensing Fees	0	0	3,500	0	3,500	105,900

**Golden Rain Foundation of Laguna Woods
Proforma Broadband Services Summary of Operations
12/31/2018**

	<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	281,469	85,423	5,071	0	371,963	167,500
Total Outside Services	336,952	85,423	15,117	0	437,492	282,400
Repairs and Maintenance						
53701000 - Equipment Repair & Maint	53,845	1,740	379	0	55,964	66,329
Total Repairs and Maintenance	53,845	1,740	379	0	55,964	66,329
Other Operating Expense						
53801000 - Mileage & Meal Allowance	12	81	3,047	0	3,141	7,864
53801500 - Travel & Lodging	0	825	38	0	863	9,950
53802000 - Uniforms	2,214	0	0	0	2,214	3,000
53802500 - Dues & Memberships	643	0	0	0	643	3,050
53803000 - Subscriptions & Books	0	0	58	0	58	100
53803500 - Training & Education	0	1,199	0	0	1,199	6,550
53804000 - Staff Support	15	12	0	3	29	0
53901500 - Volunteer Support	0	112	0	0	112	100
54002500 - Filing Fees / Permits	692	0	0	0	692	0
54502500 - Cable Promotions	0	0	4,208	0	4,208	3,500
Total Other Operating Expense	3,576	2,229	7,351	3	13,159	34,114
Property and Sales Tax						
54301500 - State & Local Taxes	2,162	176	0	0	2,337	250
54302000 - Property Taxes	19	15	0	4	37	0
Total Property and Sales Tax	2,180	191	0	4	2,375	250
Cable Programming/Copyright/Franchise						
54501000 - Cable - Programming Fees	4,736,006	0	0	0	4,736,006	4,600,000
54501500 - Cable - Copyright Fees	66,222	0	0	0	66,222	40,000
54502000 - Cable - City of Laguna Woods Franchise Fees	233,963	5,486	42,812	0	282,261	210,300
Total Cable Programming/Copyright/Franchise	5,036,191	5,486	42,812	0	5,084,489	4,850,300
Uncollectible Accounts						
54602000 - Bad Debt Expense	11,950	0	5,410	0	17,360	33,500
Total Uncollectible Accounts	11,950	0	5,410	0	17,360	33,500
Total Expenses	6,383,707	659,625	359,551	11,618	7,414,500	7,167,472
Net Revenue/(Expense)	(\$4,089,740)	(\$552,243)	\$625,667	\$1,546,676	(\$2,469,640)	(\$2,749,499)

Below Budget \$279,859 or 9%

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STAFF REPORT

DATE: February 26, 2019
FOR: GRF Media and Communications Committee
SUBJECT: Marketing and Communications Activities Report January 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, website analytics, social media stats, Docent Tours, New Resident Orientations and significant large communications projects.

DISCUSSION

VMS MarComm Staff continues to proactively engage, inform and share vital information with Residents. The attached report presents engagement efforts in January 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.

MarComm Staff continues to assist other departments with flyers, brochures, posters, signs, emails, letters and marquee slides. Efforts to collaborate with Security and Maintenance and Construction have been underway during the closures of Gates 2 and 8 with signs and frequent updates in the Friday blast. The Service Center Equestrian Gate closure will take place effective March 4. The new gate hours have been announced in *What's Up in the Village* on February, 8, 15 and 22. MarComm designed and produced signage that was posted on the access gate on 2/19.

Docent Tours continue as marketing outreach to potential Residents as a means for new Residents to familiarize themselves with the community. 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, write letters and contact new Residents via email. United Mutual canceled the New Resident Orientation for January. Third Mutual had 45 in attendance.

Workflow continues to be managed through Trello – an online project management system. Trello tracks work performed by Staff and freelance graphic artists to streamline content, which include deadlines, run sheets, writing, editing, fact checking, graphic design and distribution.

The weekly Friday eblast and monthly issue of the Village Breeze are distributed through iContact. In addition, more than 1,000 print copies of the Village Breeze are distributed at the library, club houses, The Towers and in the Community Center. Starting with the February issue of the Village Breeze, copies are being distributed through Social Services whenever Staff makes house calls.

Current Key Messages that MarComm is focused on include:

- Gate Closures
- Testing of alternative formulas for weed abatement
- Security awareness, mail safety and recommendations for avoiding petty theft
- Keeping Residents informed about the gate construction
- RFID decals – as gates are completed the decal becomes necessary
- Water conservation
- Waste disposal – organic composting now being done at all Clubhouses with kitchen facilities
- Continued promotion of CodeRED registration
- Third Board openings
- Pedestrian safety
- Storm preparation
- Learning to avoid online fraud and phishing
- New dryer installation in Third laundry rooms

A new procedure for notifying Residents of buildings with out of order elevators has been put in place. An email is sent to all Residents in the building to notify them of the issue. Residents are reminded that if they need assistance navigating stairs while the elevator is out of order, they can call 911 and ask for Care Ambulance. There is no charge for this service. Residents are sent updates if the outage last more than a few hours.

Several large projects have been completed:

- CodeRED with over 4,800 form entries
- Third Fumigation Packet
- Board of Director's Handbook

FINANCIAL ANALYSIS

None.

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

Reviewed By: Siobhan Foster, COO

Committee Routing: None.

iContact Report for January 2019

Date	Title	Contacts	Open	Bounce	No Info.	Clicks	Smartphone	Tablet	Computer	Unsubscribe	Complained
1/4/2019	New CEO	43	67.4%	230.0%	30.2%	0.0%	45.0%	19.0%	36.0%	0	0
1/4/2019	What's Up	12,874	46.5%	0.4%	53.2%	28.0%	34.0%	25.0%	41.0%	11	4
1/11/2019	What's Up	12,872	46.3%	0.3%	53.4%	31.0%	35.0%	25.0%	40.0%	11	2
1/18/2019	What's Up	12,865	45.4%	0.4%	54.3%	28.0%	33.0%	25.0%	42.0%	5	1
1/23/2019	Security News	12,856	52.3%	0.3%	47.5%	8.0%	39.0%	19.0%	42.0%	15	4
1/25/2019	What's Up	12,845	45.1%	0.4%	54.6%	17.0%	32.0%	25.0%	43.0%	6	3
1/28/2019	Employee NL	450	32.4%	0.0%	67.6%	20.0%	8.0%	4.0%	88.0%	0	0
1/29/2019	Easy Rider	12,414	41.4%	0.4%	58.3%	6.0%	38.0%	24.0%	38.0%	8	2
1/30/2019	Recreation	12,410	42.0%	0.3%	57.7%	23.0%	35.0%	22.0%	43.0%	9	3

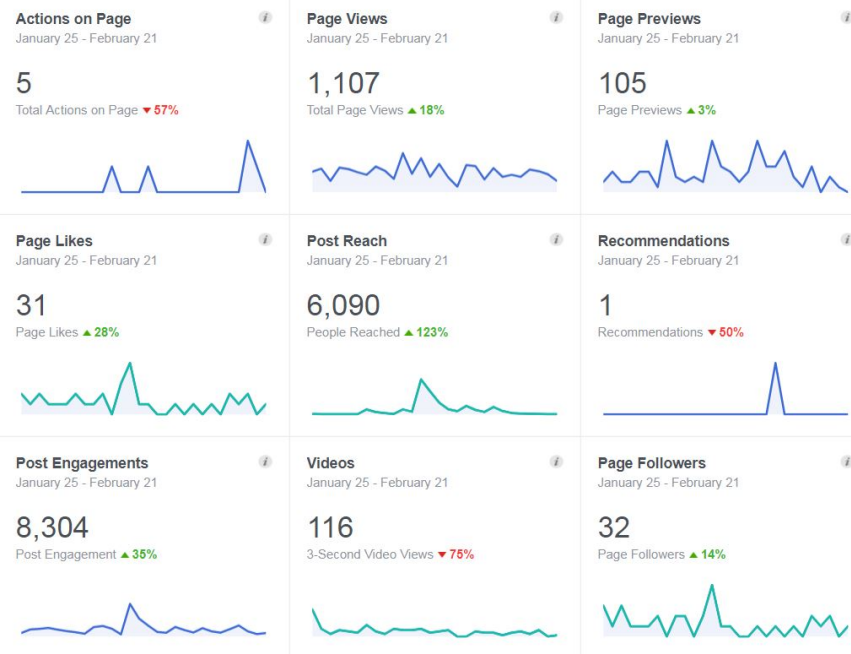
Page Summary Last 28 days

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Results from Jan 25, 2019 - Feb 21, 2019

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid



Recreation	
JAN LWV Recreation FEB Eblast	
1-page Super Bowl Flyer - 8.5x11, 11x17, 24x36, Marquee	
1-page Super Bowl Flyer - 8.5x11, 11x17, 24x36, Marquee	
1-page Valentine Flyer - 8.5x11, 11x17, 24x36, Marquee	
1-page Spouse Whisperer Flyer - 8.5x11, 11x17, 24x36, Marquee	
Golf Rules tri-fold brochure	
Lelang - Marquee	
Gilad - Marquee	
1-page Lap Challenge Flyer - 8.5x11	
1-page Yoga Flyer - 8.5x11, 24x36, Marquee	
1-page Patsy Moore Flyer - 8.5x11, 24x36, Marquee	
1-page Mardi Gras Flyer - 8.5x11, 24x36, 11x17, Marquee	
Golf Tri-fold Brochure	
Pool Schedule Update	
Dog Vaccination/Licensing Services	
Super Bowl Party	
Garden Center Newsletter	
PAC Feb March 2019 Theater Schedule	
GRF Rec/Special Events Policies/Procedures	
Human Resources	
5-page January Employee Newsletter	
Marketing and Communications	
JAN LWV EBLAST FRI 1-04-19	
JAN LWV EBLAST FRI 1-11-19	
JAN LWV EBLAST FRI 1-18-19	
JAN LWV EBLAST FRI 1-25-19	
JAN LWV Framed Inspirational Quotes	
JAN LWV Organizational Chart Update	
3-page Garden Center Newsletter	
26-page Board of Directors Handbook - 8.5x11	
16-page February Village Breeze	
Org. Chart	
Security	
JAN LWV Security JAN Newsletter	
Pedestrian Safety PPX slides	
Maintenance and Construction	
Signs for Gate Houses	
Turf Reduction Presentation	
Transportation	
Newsletter	
Village Television	
TV6 Guide Proofing	

New Resident Orientations for United Mutual		
Date ▼	Attendance ▼	Director ▼
Wednesday, January 9, 2019	0	Canceled
Friday, February 01, 2019	20	Skillman
Wednesday, March 13, 2019		Morrison
Friday, April 05, 2019		Blackwell
Wednesday, May 08, 2019		Achrekar
Friday, June 07, 2019		Addington
Wednesday, July 10, 2019		Randazzo
Friday, August 02, 2019		Armendariz
Wednesday, September 11, 2019		Bastani
Friday, October 04, 2019		Margolis
Wednesday, November 13, 2019		Tornø
Friday, December 06, 2019		Skillman
Total YTD	20	
New Resident Orientations for Third Mutual		
Date ▼	Attendance ▼	Director ▼
Friday, January 18, 2019	45	Frankel
Wednesday, February 20, 2019		Carpenter
Friday, March 15, 2019		diLorenzo
Wednesday, April 17, 2019		Parsons
Friday, May 17, 2019		Bruninghaus
Wednesday, June 19, 2019		Pearlstone
Friday, July 19, 2019		Frankel
Wednesday, August 21, 2019		Carpenter
Friday, September 20, 2019		diLorenzo
Wednesday, October 16, 2019		Parsons
Friday, November 15, 2019		Bruninghaus
Wednesday, December 18, 2019		Pearlstone
Total YTD	45	

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STAFF REPORT

DATE: February 26, 2019
FOR: GRF Media and Communications Committee
SUBJECT: Docent Tours

RECOMMENDATION

Review Docent Tours and provide recommendations to strengthen the program.

BACKGROUND

The Marketing and Communications (MarComm) Division assumed responsibility for Docent Tours in April 2018 as part of the strategic initiative to market the community and disseminate consistent messaging to Residents and potential residents. MarComm Staff has been tasked with developing the messages GRF wants to convey in the tours.

DISCUSSION

In April 2018, MarComm reduced the number of tours by half saving \$35,000 in transportation and staff costs annually and bolstering the average attendance per tour by eight. Since April 2018, MarComm has observed tours and identified enhancement opportunities. Examples include the need to standardize Docent talking points and tour stops to ensure delivery of consistent messaging.

Some of the Docents make three tour stops which include the History Center and Library, Clubhouse 4 and Restaurant 19. These Docents also circle around the back of Clubhouse 1 to feature basketball, volleyball, badminton, archery and the largest pool in the community. Tour participants regularly provide feedback on how impressive the view is at Restaurant 19. Other docents do not stop at the restaurant or circle behind Clubhouse 1.

On occasion Docents have given unsolicited advice to tour participants. Examples include provide advice to rent in lieu of purchasing. Docents have also criticized Staff and management in front of tour participants. Further there have been incidences where Docents have distributed sales, leasing, and other information they have printed during the tours.

Looking ahead, MarComm recommends that:

1. Docent Tours focus on Village amenities, facilities, and the attributes of each of the mutuals;
2. Financial and other pertinent Village information be included in a packet developed by MarComm to be distributed at the end of the tour;

3. MarComm provide Docent training replete with guidelines to maintain tour consistency with respect to talking points and tour stops.

FINANCIAL ANALYSIS

There will be nominal costs associated with the production of information for tour participants and Docent training.

Prepared By: Becky Jackson, Public Relations Specialist

Reviewed By: Eileen Paulin, Marketing and Communications Manager

Siobhan Foster, COO