



GOLDEN RAIN FOUNDATION MEDIA & COMMUNICATIONS COMMITTEE MEETING

Monday, April 15, 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 - March 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. Combining Communications Committees-Eileen Paulin**
- 11. Press Policy-Eileen Paulin**

ITEMS FOR FUTURE AGENDAS:

CONCLUDING BUSINESS:

- 12. Committee Member Comments**
- 13. Date of Next Meeting-Monday, May 20 at 1:30 p.m.**
- 14. Adjournment**



OPEN MEETING
THE GOLDEN RAIN FOUNDATION
MEDIA AND COMMUNICATIONS COMMITTEE
Monday, March 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 Joan Milliman, Directors Roy Bruninghaus, Pat English, Annette Sabol Soule, Maggie Blackwell, Lynn Jarrett, Elsie Addington, Advisers Lucy Parker, Steve Carman and Sheila Bialka.

MEMBERS ABSENT: Director Ryna Rothberg.

OTHERS PRESENT: Dick Palmer—VMS, Juanita Skillman—United, Beth Perak—GRF and Diane Phelps—GRF

STAFF PRESENT: Eileen Paulin, 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. **Acknowledgement of Media**
Paul Ortiz from Village Television was present.
3. **Approval of the Agenda**
Agenda was approved.
4. **Approval of Meeting Report from February 26, 2019**
Report was approved.
5. **Chair's Remarks**
Chair Milliman welcomed everyone. She commented on communications and the policy and the feedback from residents. She stated communication has expanded with emails and CodeRED and looks forward to venues of communications that have not been explored yet.
6. **Member Comments (Items not on the Agenda)**
Ronald Davie 117-A was called. He received a notice regarding a new monthly payment. He also had concerns about his bandwidth dropping.

James Ramaker 5370-1B was called to speak. He expressed concerns over offensive content on a pay per view channel.

Jeffry Wu 5519-2B was called to speak. He is experiencing problems with channel mapping. He acquired a set top box, which is the solution to his problem. He removed it after several days because his wife had difficulty using it. Mr. Holland explained to Mr. Wu that in order to have the service options he wants, he must be using a set top box.

7. Director's and Staff Forum

Chuck Holland addressed Mr. Davie stating his new monthly payment was a result of having a cable card. He discussed the four tiers of services and will look into Mr. Davie's bandwidth issues.

Mr. Holland explained to Mr. Ramaker there are four pay per view channels that have adult content. He will look into Mr. Ramaker's concerns to make sure there is no illegal content on any of the pay per view channels.

Mr. Holland will send a technician to look into Mr. Wu's issues and personally follow up with him.

REPORTS:

8. Broadband and Contracts Report—Chuck Holland

Mr. Holland presented a 10-Year Cost Comparison Cable TV bar graph to the committee. This covered costs from 2009 and projected costs in 2020. He described his report on 2019 Contract Renewals highlighting increases for independent channels such as Fox Sports Net-Prime Ticket and Fox Sports Net West that expire in December of 2019. He also presented the 2019 subscriber counts year-to-date.

Mr. Holland presented a Proforma Broadband Services Summary of Operations including revenues, broadband services, employee compensation, materials and supplies, utilities, legal fees, outside services, repairs and maintenance, operating expenses, property and sales tax, cable programming, copyright and franchise fees and noncollectable accounts.

9. Marketing and Communications Report-Eileen Paulin

Eileen Paulin reported on regular publications, gate closures, signage, Docent Tours, New Resident Orientations, department workflow, Caregiver Policy publicity, weed abatement, security awareness, RFID's, water conservation, CodeRED, board vacancies, online fraud, dryer installation, Third pilot lighting, Pickleball grand opening, Bus Workshop and elevator outage emails.

10. Docent Tour Update-Becky Jackson

Becky Jackson reported on the success of the interview on March 14 and the selection of four new docents. She also will be implementing tours for real estate agents on the fifth Thursday of the month. Per the request of the committee she will implement a tour specifically for residents.

ITEMS FOR DISCUSSION AND CONSIDERATION:

11. Combining Communications Committee

Chair Milliman introduced Director Roy Bruninghaus to discuss combining the Communications Committees.

Director Bruninghaus talked about the duplication of efforts and efficiency of staff time.

Director Maggie Blackwell explained United Mutual does not hold a formal communication committee utilizing staff time. Directors pull together reports from various committees for topics in the Breeze.

Beth Perak stated the GRF Media and Communications Committee discussed more broadband and media issues and had less to do with communications. When Third Communications Committee started there was a need to review communication topics. At the present time the GRF Media and Communications Committee addresses all of these topics. Ms. Paulin will discuss the combining of the two Communication Committees with Director diLorenzo and report back to the GRF Media and Communications Committee.

12. Press Policy-Eileen Paulin

Ms. Paulin presented the current Drone Policy Resolution 90-17-17, stating it is fine.

Ms. Paulin likes the current Press Policy adopted by Community Activities Committee but the name of the corporation needs to be changed , since it was under Leisure World, and add just a couple of endorsements.

ITEMS FOR FUTURE AGENDAS:

13. Combining Communications Committee Update

CONCLUDING BUSINESS:

14. Committee Member Comments

Director Lynn Jarrett stated she enjoyed being a part of the docent interviews and thanked Mr. Holland for his patience with members.

Adviser Steve OK asked for the address of the pilot street lighting project and thanked staff.

Adviser Sheila Bialka asked about doing a commercial for her club on Village Television.

Mr. Holland explained to Adviser Bialka that she could advertise her club event and she would need to talk to Paul Ortiz. He will send a copy to Ms. Jackson to send to the committee.

Ms. Paulin gave the address to the pilot street lighting project. It takes place on Avenida Sosiaga between, Gate 10 and Via Carrizo.

15. Date of Next Meeting—Monday, April 15, 2019, 1:30 p.m. in the Board Room

16. Adjournment

Meeting was adjourned at 3:10 p.m.


Joan Milliman, Chair
Media and Communications Committee

STAFF REPORT

DATE: April 15, 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 |
| FXX | 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

| | SEPT | OCT | NOV | DEC | JAN | FEB | MAR |
|--------------------------|-------|-------|-------|-------|-------|-------|-------|
| Subscriber Counts | | | | | | | |
| Digital Subscribers | 6,087 | 6,108 | 6,128 | 6,256 | 6,379 | 6,634 | 6,657 |
| Set-Top Boxes | | | | | | | |
| DVR's | 6,000 | 6,019 | 6,035 | 6,027 | 6,064 | 6,076 | 6,060 |
| Standard | 624 | 617 | 622 | 698 | 704 | 711 | 697 |
| HD Standard | 1,930 | 1,951 | 1,974 | 2,053 | 2,072 | 2,068 | 2,068 |
| TiVo MG2 | 141 | 155 | 174 | 183 | 184 | 191 | 218 |
| TiVo Qi3 | 135 | 151 | 171 | 182 | 182 | 194 | 224 |
| DTA | 395 | 393 | 389 | 388 | 386 | 380 | 371 |
| HD Converter's | 346 | 395 | 431 | 536 | 598 | 764 | 796 |
| Pay-TV | | | | | | | |
| HBO | 933 | 929 | 922 | 915 | 916 | 914 | 912 |
| Cinemax | 127 | 122 | 123 | 126 | 122 | 124 | 124 |
| Showtime | 464 | 461 | 463 | 453 | 448 | 448 | 450 |
| Starz/Encore | 310 | 309 | 323 | 325 | 323 | 306 | 301 |
| PBC | 13 | 13 | 13 | 13 | 17 | 18 | 18 |
| International Ch. | | | | | | | |
| TV Asia | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| CTI-Zhong Tian | 13 | 13 | 13 | 14 | 14 | 14 | 14 |
| The Filipino Channel | 47 | 45 | 45 | 45 | 45 | 46 | 46 |
| CCTV4 | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| Channel One Russia | 11 | 11 | 12 | 12 | 12 | 12 | 12 |
| tvK | 8 | 9 | 9 | 9 | 10 | 10 | 10 |
| TV5Monde | 25 | 25 | 26 | 26 | 27 | 27 | 27 |
| RAI Italia | 6 | 7 | 8 | 9 | 9 | 9 | 8 |
| TV Japan | 49 | 50 | 50 | 50 | 50 | 50 | 49 |
| Total International | 171 | 172 | 175 | 177 | 179 | 180 | 178 |
| High Speed Data | | | | | | | |
| High Speed Data | 9,746 | 9,780 | 9,814 | 9,879 | 9,905 | 9,934 | 9,934 |

**Golden Rain Foundation of Laguna Woods
Proforma Broadband Services Summary of Operations
3/31/2019**

| | <u>Cable Television</u> | <u>TV6</u> | <u>Ad Insertion</u> | <u>Internet</u> | <u>YTD ACTUAL</u> | <u>YTD BUDGET</u> |
|--|-------------------------|--------------------|---------------------|------------------|-----------------------|-----------------------|
| 53601500 - Credit Card Transaction Fees | 17,077 | 0 | 2,727 | 0 | 19,803 | 14,748 |
| 53602500 - Licensing Fees | 0 | 0 | 5,900 | 0 | 5,900 | 1,473 |
| 53704000 - Outside Services | 130,275 | 16,570 | 305 | 0 | 147,149 | 129,600 |
| Total Outside Services | 147,351 | 16,570 | 8,932 | 0 | 172,852 | 145,821 |
| Repairs and Maintenance | | | | | | |
| 53701000 - Equipment Repair & Maint | 1,695 | 0 | 0 | 0 | 1,695 | 11,178 |
| Total Repairs and Maintenance | 1,695 | 0 | 0 | 0 | 1,695 | 11,178 |
| Other Operating Expense | | | | | | |
| 53801000 - Mileage & Meal Allowance | 14 | 0 | 800 | 0 | 815 | 1,026 |
| 53801500 - Travel & Lodging | 0 | 0 | 3 | 0 | 3 | 999 |
| 53802000 - Uniforms | 503 | 0 | 0 | 0 | 503 | 498 |
| 53802500 - Dues & Memberships | 805 | 0 | 0 | 0 | 805 | 759 |
| 53803000 - Subscriptions & Books | 0 | 0 | 0 | 0 | 0 | 24 |
| 53803500 - Training & Education | 0 | 675 | 0 | 0 | 675 | 0 |
| 53901500 - Volunteer Support | 0 | 0 | 0 | 0 | 0 | 24 |
| 54502500 - Cable Promotions | 0 | 0 | 647 | 0 | 647 | 873 |
| Total Other Operating Expense | 1,322 | 675 | 1,450 | 0 | 3,447 | 4,203 |
| Property and Sales Tax | | | | | | |
| 54301500 - State & Local Taxes | 565 | 32 | 0 | 0 | 596 | 48 |
| Total Property and Sales Tax | 565 | 32 | 0 | 0 | 596 | 48 |
| Cable Programming/Copyright/Franchise | | | | | | |
| 54501000 - Cable - Programming Fees | 1,199,407 | 0 | 0 | 0 | 1,199,407 | 1,149,999 |
| 54501500 - Cable - Copyright Fees | (363) | 0 | 0 | 0 | (363) | 13,749 |
| 54502000 - Cable - City of Laguna Woods Franchise Fees | 56,390 | 1,179 | 25,789 | 0 | 83,357 | 66,873 |
| Total Cable Programming/Copyright/Franchise | 1,255,433 | 1,179 | 25,789 | 0 | 1,282,401 | 1,230,621 |
| Uncollectible Accounts | | | | | | |
| 54602000 - Bad Debt Expense | 163 | 0 | 0 | 0 | 163 | 6,309 |
| Total Uncollectible Accounts | 163 | 0 | 0 | 0 | 163 | 6,309 |
| Total Expenses | 1,656,793 | 157,087 | 120,551 | 3,933 | 1,938,363 | 1,896,132 |
| Net Revenue/(Expense) | (\$1,065,112) | (\$129,712) | \$16,405 | \$396,429 | (\$781,989) | (\$689,898) |

Golden Rain Foundation of Laguna Woods
Proforma Broadband Services Summary of Operations
3/31/2019

| | <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 | \$7,850 | \$0 | \$0 | \$0 | \$7,850 | \$6,249 |
| Total Merchandise Sales | 7,850 | 0 | 0 | 0 | 7,850 | 6,249 |
| Clubhouse Rentals and Event Fees | | | | | | |
| 42502500 - Clubhouse Event Fees - Non Residents | 240 | 0 | 0 | 0 | 240 | 0 |
| Total Clubhouse Rentals and Event Fees | 240 | 0 | 0 | 0 | 240 | 0 |
| Broadband Services | | | | | | |
| 45001000 - Ad Insertion | 0 | 0 | 136,956 | 0 | 136,956 | 162,498 |
| 45001500 - Premium Channel | 93,784 | 0 | 0 | 0 | 93,784 | 124,998 |
| 45002000 - Cable Service Call | 29,215 | 0 | 0 | 0 | 29,215 | 37,500 |
| 45002500 - Cable Commission | 15,805 | 0 | 0 | 0 | 15,805 | 12,498 |
| 45003000 - High Speed Internet | 0 | 0 | 0 | 396,162 | 396,162 | 399,999 |
| 45003500 - Equipment Rental | 443,160 | 0 | 0 | 4,200 | 447,360 | 430,248 |
| 45004000 - Video Production | 0 | 9,963 | 0 | 0 | 9,963 | 13,749 |
| 45004500 - Video Re-Production | 0 | 442 | 0 | 0 | 442 | 624 |
| 45005000 - Message Board | 0 | 4,550 | 0 | 0 | 4,550 | 4,749 |
| 45005500 - Advertising | 0 | 12,420 | 0 | 0 | 12,420 | 10,623 |
| Total Broadband Services | 581,964 | 27,375 | 136,956 | 400,362 | 1,146,658 | 1,197,486 |
| Miscellaneous | | | | | | |
| 47001500 - Late Fee Revenue | 1,621 | 0 | 0 | 0 | 1,621 | 2,499 |
| 49009000 - Miscellaneous Revenue | 5 | 0 | 0 | 0 | 5 | 0 |
| Total Miscellaneous | 1,626 | 0 | 0 | 0 | 1,626 | 2,499 |
| Total Non-Assessment Revenue | 591,681 | 27,375 | 136,956 | 400,362 | 1,156,374 | 1,206,234 |
| Expenses: | | | | | | |
| Employee Compensation | | | | | | |
| 51011000 - Salaries & Wages - Regular | 149,447 | 98,294 | 69,850 | 3,005 | 320,596 | 323,252 |
| 51041000 - Wages - Overtime | 6,109 | 948 | 956 | 14 | 8,027 | 1,425 |
| 51061000 - Holiday & Vacation | 16,199 | 13,466 | 2,321 | 344 | 32,330 | 24,189 |
| 51071000 - Sick | 5,181 | 577 | 297 | 64 | 6,118 | 9,866 |
| 51091000 - Missed Meal Penalty | 112 | 360 | 0 | 13 | 485 | 435 |
| 51101000 - Temporary Help | 0 | 0 | 0 | 0 | 0 | 249 |
| 51981000 - Compensation Accrual | (13,127) | (7,289) | (2,173) | (277) | (22,867) | 873 |
| Total Employee Compensation | 163,919 | 106,357 | 71,251 | 3,162 | 344,689 | 360,289 |
| Compensation Related | | | | | | |
| 52411000 - F.I.C.A. | 13,089 | 8,336 | 5,437 | 260 | 27,123 | 27,334 |
| 52421000 - F.U.I. | 493 | 228 | 84 | 6 | 812 | 966 |
| 52431000 - S.U.I. | 3,783 | 1,751 | 644 | 48 | 6,226 | 4,830 |
| 52451000 - Workers' Compensation Insurance | 12,724 | 9,443 | 928 | 208 | 23,303 | 10,063 |
| 52461000 - Non Union Medical & Life Insurance | 15,707 | 11,448 | 2,879 | 385 | 30,419 | 36,248 |
| 52481000 - Non-Union Retirement Plan | 4,222 | 3,757 | 2,937 | 0 | 10,916 | 13,855 |
| 52981000 - Compensation Related Accrual | (6,454) | (4,220) | (854) | (136) | (11,664) | 399 |
| Total Employee Compensation and Related | 43,566 | 30,743 | 12,055 | 771 | 87,136 | 93,694 |
| Materials and Supplies | | | | | | |
| 53001000 - Materials & Supplies | 11,374 | 1,532 | 1,075 | 0 | 13,980 | 11,670 |
| 53004000 - Freight | 1,959 | 0 | 0 | 0 | 1,959 | 375 |
| Total Materials and Supplies | 13,333 | 1,532 | 1,075 | 0 | 15,940 | 12,045 |
| Utilities and Telephone | | | | | | |
| 53301000 - Electricity | 29,445 | 0 | 0 | 0 | 29,445 | 31,300 |
| Total Utilities and Telephone | 29,445 | 0 | 0 | 0 | 29,445 | 31,300 |
| Legal Fees | | | | | | |
| 53401500 - Legal Fees | 0 | 0 | 0 | 0 | 0 | 624 |
| Total Legal Fees | 0 | 0 | 0 | 0 | 0 | 624 |

Outside Services

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STAFF REPORT

DATE: April 15, 2019
FOR: GRF Media and Communications Committee
SUBJECT: Marketing and Communications Activities Report February 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 March 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 develop, write and design newsletters, flyers, brochures, posters, signs, emails, letters and marquee slides for other VMS departments and divisions, including Security, General Services, Transportation, Social Services, Maintenance and Construction, Recreation. Efforts to collaborate with Security, Maintenance, Construction, Transportation and Information Services have been underway during the reopening of Gates 2 and 8 and closures of Gates 3 and 7 with gate and bus reroute maps and frequent updates in the Friday blast. The map of alternative gates is available at all gate houses, in Resident Services and on the Village website.

MarComm developed messages and signage for the laundry room dryer updates in Third, sharing detailed information about new equipment, answering FAQs. Efforts are ongoing.

MarComm is continuing to blast the message on the importance of Residents opting in to the Village's radio-frequency identification (RFID) system by acquiring a vehicle tag. Messages included sharing cost data and focusing on how RFIDs enhance Community safety.

Staff completed a letter that was included in the spring Resident mailing to Residents with a message of shared, two-way communication and ways Residents can share feedback. The letter also encourages Residents to opt in to vital communications: the Village Breeze, What's

Up in the Village and website news. Additional messages highlighted such services as website navigation, locating important documents, simplifying guest gate access and RFID, and how to reach out to Social Services.

Docent Tours continue as marketing outreach to potential Residents as a means for new Residents to familiarize themselves with the Community. New Resident Orientations (NRO) occur once a month for each Mutual and are presented by one Staff member and one Board Member. To welcome new Residents, Staff continues to make personal telephone calls, write letters and reach out via email. United Mutual's March NRO, which took place on March 13, had 32 in attendance. Third Mutual's March NRO, was cancelled. Recently, MarComm staff completed a new, comprehensive docent tour brochure with information and visuals that follow the order of the tour.

The docent tour program was recently evaluated and revamped. Four new volunteers were vetted and joined the docent tour program, Yie-Fann Hao, Kathy Schill, Julie Mangino and Dorothy Pacella. Each is undergoing training with MarComm Staff and with experienced, legacy docents. Yie-Fann Hao is bilingual which a good resource for the program is. The newly created docent tour guide is now being distributed to all guests on a tour.

Becky Jackson continues to actively represent VMS by attending Laguna Hills Chamber of Commerce events.

MarComm Staff has made a dedicated effort to ensure all email lists are clean, accurate and current. The division invested in a temporary hire to enter 6,000 emails as part of the CodeRED opt-in. Those emails were compared to lists in Stellar and then cross-checked in iContact. Next steps include contacting those who have not opted in to increase communications reach.

Workflow continues to be managed through Trello. This online project management system tracks work performed by Staff and freelance graphic artists to streamline content. It features 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 March Village Breeze were distributed at the library, club houses, The Towers and in the Community Center. Starting with the March issue of the Village Breeze, copies are being distributed through the Friendly Visitor Program administered by the Social Services Division whenever Staff makes house calls.

Current key messages that MarComm is focused on include:

- The test of alternative formulas for weed abatement
- Keeping Residents informed about gate construction
- RFID decals – as gates are completed the decal becomes necessary
- Security awareness, mail safety and recommendations for avoiding petty theft
- Driving under the influence statistics, information and reminders
- I-5/EI Toro Road interchange project

- How to raise with Residents' mutuals issues concerning policies, signage and other topics that affect the mutual or Community at large
- Disseminating updated and summarized information regarding the Village caregiver policy
- Waste disposal – organic composting now being done at all clubhouses with kitchen facilities
- Recycling
- Continued promotion of CodeRED registration
- New dryer installation in Third laundry rooms
- Pilot program for street lighting in Third Mutual
- Pickleball court grand opening
- Transportation Study updates
- Social Services caregiver policy packet
- Communications plan for discontinuation of the Channel 3 guide
-
- Friendly Visitor Program, a partnership between Social Services and the Council on Aging – Southern California
- Photo contest to encourage Community engagement and gain Resident-generated photography for use in Village publications and outreach materials
- Increasing efforts to promote the 2019 Celebrity Series
- Constructing ad materials for the Globe and the Orange County Register to promote the upcoming 7th Annual Art Affair
- Foundation of Laguna Woods events/activities
- Annual Village Games promotions Water conservation
- Sharing news, events, etc., in press release form with the Globe
- Nonsmoking policy reminders
- Sharing news of events, classes and workshops taking place in City Hall and Saddleback College Emeritus
- Compliance and neighborliness

A new procedure for notifying Residents of buildings with out- of-order elevators has been put in place. Pursuant to the new procedure, an email will be sent to all Residents in the affected building when there is an outage. Residents will be reminded that if they need assistance exiting and/or entering their units when the elevator is out of order, they may dial 9-1-1 and request Care Ambulance assistance. There is no charge for this service. Residents will be emailed regular updates when the elevator outage is going to last more than a few hours.

Several large projects have been completed:

- New Resident portal
- CodeRED with more than 6,000 form entries (Phase One)
- Board of Director's Handbook (working on an addendum to BOD handbook featuring new Director orientation/information for Third Directors)
- Caregiver Requirements Packet for Social Services

- Logo campaign for Social Services' partnership with Council on Aging – Southern California

FINANCIAL ANALYSIS

None.

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

Reviewed By: Siobhan Foster, COO

Committee Routing: None

Docent Tour Report, March 2019

| Date | Attendance | Visitors | Residents | Web | Friend | Agent | Other |
|-----------|------------|----------|-----------|-----|--------|-------|-------|
| 3/7/2019 | 23 | 19 | 4 | 4 | 4 | 0 | 7 |
| 3/12/2019 | 21 | 17 | 3 | 5 | 0 | 7 | 5 |
| 3/21/2019 | 22 | 17 | 5 | 6 | 4 | 2 | 3 |
| 3/23/2019 | 21 | 19 | 2 | 12 | 0 | 0 | 7 |
| 3/28/2019 | 11 | 5 | 6 | 1 | 0 | 1 | 3 |
| | 98 | 77 | 20 | 28 | 8 | 10 | 25 |

New Resident Orientation Report, March 2019

| 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 | | 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 | | Torng |
| Friday, December 06, 2019 | | Skillman |
| Total YTD | 52 | |
| 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 | | 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 | 77 | |

Workflow Report, March 2019

| Recreation |
|---|
| 7-page Garden Center Newsletter (assigned 03/01/19) |
| 1-page Mexican Buffet Flyer - 8.5x11, 11x17, 24x36, Marquee (assigned 03/05/19) |
| 1-page Timeless Melodies - 11x17, Marquee (assigned 03/05/19) |
| 1-page Easter Flyer - 8.5x11, 11x17, 24x36, Marquee (assigned 03/08/19) |
| 1-page Saturday Dance Flyer - 8.5x11, 24x36, 11x17, Marquee (assigned 03/09/19) |
| 1-page Swim Clinic Flyer - 8.5x11, 24x36, Marquee (assigned 03/09/19) |
| 1-page Kentucky Flyer - 8.5x11, 24x36, 11x17, Marquee (assigned 03/09/19) |
| 1-page Band Save the Date - 24x36, 11x17 (assigned 03/15/19) |
| 4-page Health and Wellness Expo Program (assigned 03/17/19) |
| 1-page Cinco de Mayo Flyer - 8.5x11, 24x36, 11x17, Marquee (assigned 03/18/19) |
| 1-page Art Affair Flyer - 8.5x11, 24x36, 11x17, Marquee (assigned 03/18/19) |
| 5x7 Village Art - Invitation (assigned 03/19/19) |
| 1-page Citizenship Class Flyer - 24x36 (assigned 03/20/19) |
| 1-page Yoga Meditation - Marquee (assigned 03/28/19) |
| 1-page Candi Davis - Marquee (assigned 03/28/19) |
| LWV Pernni Rubin Painting Class - Flyer, 11x17, 24x36 and Marquee |
| LWV Easter at the Equestrian Center - Flyer, 11x17, 24x36 and Marquee |
| April Movie Night PAC |
| LWV Mother's Day Buffet Recreation - Flyer, 11x17, 24x36 and Marquee |
| LWV Seafood Buffet - Flyer, 11x17, 24x36 and Marquee |
| LWV Fitness with Janet Gilliam - Flyer |
| Save the Date/2019 Band Lineup |
| LWV April Recreation Blast Email/Print |
| Human Resources |
| Employee Newsletter |
| Marketing and Communications |
| 20-page February Village Breeze (assigned 03/04/19) |
| 12-page Docent Brochure (assigned 03/05/19) |
| 5x7 Tennis Courts Ribbon Cutting - Invitation (assigned 03/06/19) |
| LWV Village Breeze 0319 Revisions |
| LWV Real Estate Signs File Delivery |
| LWV Friday Blast 03-01-19 |
| LWV Friday Blast 03-08-19 |
| LWV Friday Blast 03-15-19 |
| LWV Friday Blast 03-22-19 |
| LWV Friday Blast 03-29-19 |
| Maintenance and Construction |
| LWV Laundry Room Flyer |
| Transportation |
| Workshop Flyer |
| Newsletter |
| Village Television |
| TV6 Guide Proofing |

iContact Report, March 2019

| Date | Title | Contacts | Open | Bounce | No Info. | Clicks | Smartphone | Tablet | Computer | Unsubscribe | Complained |
|-----------|----------------|----------|-------|--------|----------|--------|------------|--------|----------|-------------|------------|
| 3/1/2019 | What's Up | 12,292 | 43.7% | 0.6% | 55.8% | 21.0% | 35.0% | 26.0% | 39.0% | 6 | 1 |
| 3/2/2019 | Employee NL | 443 | 30.0% | 0.0% | 70.0% | 24.0% | 11.0% | 3.0% | 86.0% | 0 | 0 |
| 3/5/2019 | Garden Center | 364 | 61.3% | 0.0% | 39.0% | 42.0% | 32.0% | 28.0% | 40.0% | 1 | 1 |
| 3/6/2019 | Village Breeze | 12,712 | 44.0% | 0.6% | 55.5% | 24.0% | 32.0% | 23.0% | 46.0% | 10 | 0 |
| 3/7/2019 | Ribbon Cutting | 249 | 65.5% | 0.4% | 34.1% | 0.0% | 43.0% | 21.0% | 36.0% | 0 | 0 |
| 3/8/2019 | What's Up | 12,282 | 43.9% | 1.2% | 55.0% | 20.0% | 35.0% | 26.0% | 39.0% | 9 | 1 |
| 3/15/2019 | What's Up | 12,682 | 44.2% | 0.6% | 55.3% | 20.0% | 34.0% | 25.0% | 42.0% | 6 | 1 |
| 3/22/2019 | What's Up | 12,636 | 44.1% | 0.9% | 55.1% | 26.0% | 33.0% | 25.0% | 42.0% | 6 | 1 |
| 3/26/2019 | Rec. Events | 12,143 | 43.0% | 0.4% | 56.7% | 24.0% | 36.0% | 24.0% | 39.0% | 2 | 1 |
| 3/26/2019 | Third Feedback | 12,126 | 46.4% | 0.4% | 53.3% | 14.0% | 40.0% | 23.0% | 37.0% | 10 | 1 |
| 3/27/2019 | Easy Rider | 12,132 | 39.3% | 0.3% | 60.5% | 13.0% | 35.0% | 25.0% | 39.0% | 10 | 1 |
| 3/29/2019 | Employee NL | 288 | 52.1% | 0.0% | 47.9% | 40.0% | 7.0% | 2.0% | 91.0% | 0 | 0 |