



**GOLDEN RAIN FOUNDATION MEDIA AND COMMUNICATIONS COMMITTEE**

**Monday, May 20, 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 - Monday, April 15, 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:**

**ITEMS FOR FUTURE AGENDAS:**

**CONCLUDING BUSINESS:**

- 10. Committee Member Comments**
- 11. Date of Next Meeting-Monday, June 17, 2019 at 1:30 p.m.**
- 12. Adjournment**

Hearing loop technology is available in the Board room for attendees who have hearing aids with a t-coil



OPEN MEETING  
THE GOLDEN RAIN FOUNDATION  
MEDIA AND COMMUNICATIONS COMMITTEE  
Monday, April 15, 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, Ryna Rothberg and Adviser Lucy Parker.

**MEMBERS ABSENT:** Advisers Steve Carman and Sheila Bialka.

**OTHERS PRESENT:** Dick Rader—VMS, Juanita Skillman—United, Andre Tornig—United 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 1:32 p.m.
2. **Acknowledgement of Media**  
Paul Ortiz from Village Television was present.
3. **Approval of the Agenda**  
Chuck Holland presented pages 4 and 5 of Agenda Item # 8 were reversed. Noting correction, agenda was approved.
4. **Approval of Meeting Report from February 26, 2019**  
Report was approved.
5. **Chair's Remarks**  
Chair Milliman commented on some complaints received getting in Gate 2 using the originally issued RFID stickers. She told the audience to go to Resident Services, if they are having issues, to have their stickers reprogrammed.
6. **Member Comments (Items not on the Agenda)**  
John Lafferty 3513-C was called to speak. He discussed the fees associated with using cable cards and also asked about cable programming expenses.

Mr. Holland addressed Mr. Lafferty's remarks and told him about the motion that was passed by the Media and Communications Committee in December 2018 , then becoming a Resolution in the GRF meeting of February 2, 2019, finally approving charging fees to recover costs to GRF.

Juanita Skillman 2154-N was called to speak. She reminded everyone of the I-5 meeting on Thursday, April 18 at 4:30 p.m. at the Holiday Inn. She encouraged everyone to go.

Richard Rader 270-D was called to speak. He asked about the RFID sticker being transferred from one vehicle to another and whether there is a charge for this.

Mr. Holland reminded him that the RFID stickers cannot be transferred because they self-destruct when removed. A new fee of \$25 is charged to pay for the cost of a new one.

## **7. Director's and Staff Forum**

### **REPORTS:**

#### **8. Broadband and Contracts Report—Chuck Holland**

Mr. Holland gave a comprehensive PowerPoint on Cable Card Fees and Broadband Services Channels. The latter includes a goal to remove standard definition by the end of 2019 and become 100 percent high definition by 2020. He described five phases to the Broadband Services Roadmap which include a digital guide to existing digital converters, discontinuing the analog channel 3 guide, replacing all standard definition set-top-boxes, consolidating and reconfiguring high-definition channels for direct plugin TV's and digital subscribers.

Mr. Holland described the benefits to the community which include simplicity, easier call handling for Customer Support and reduction in hardware, licensing, costs, energy consumption and recurring maintenance.

Mr. Holland gave his regular report which included Contract Renewals, Subscriber Counts and Proforma Broadband Services Summary of Operations. The Summary of Operations included Outside Services, Repairs and Maintenance, Operating Expenses, Property and Sales Tax, Cable Programming/Copyright/Franchise Fees, Non-collectable Accounts, Merchandise Sales, Clubhouse Rentals and Event Fees, Broadband Services, Miscellaneous, Employee Compensation, Utilities and Telephone and Legal Fees.

#### **9. Marketing and Communications Report-Eileen Paulin**

Eileen Paulin reported on Docent Tours, New Resident Orientations, Workflow, Emails, Publications and Department areas of focus. Areas of focus include weed abatement, gate construction, RFID stickers, security awareness, I-5/EI Toro interchange project, waste disposal, recycling, new dryer installation, street lighting in Third Mutual, and Transportation Study updates. She also talked about new procedures notifying residents when there is an elevator outage.

**ITEMS FOR DISCUSSION AND CONSIDERATION:**

**10. Combining Communications Committee**

Ms. Paulin reported there is nothing official, but the goal of staff is to have all combined.

**11. Press Policy-Eileen Paulin**

Ms. Paulin discussed the Realtor Tours and implementing a policy for photography and marketing.

**ITEMS FOR FUTURE AGENDAS:**

**CONCLUDING BUSINESS:**

**12. Committee Member Comments**

Ms. Paulin reminded the members of Senate Bill 754, the Acclamation Bill to help save money on election costs and reminded everyone to sign a letter.

Director Lynn Jarrett would like a Town Hall on the turf modernization project in Gate 14.

Director Bruninghaus would like a copy of Mr. Holland's presentation.

Director Pat English thanked Ms. Skillman for the information in the I-5.

Adviser Lucy Parker complimented Becky Jackson on the Docent Program. She stated she is having difficulty pulling up the emails on her phone. Staff offered to help her navigate through this.

Director Ryna Rothberg thanked Ms. Paulin for bringing up the Senate Bill.

Director Elsie Addington thanked staff for their work and talked about the 45-page report on the I-5 project.

**13. Date of Next Meeting—Monday, May 20, 2019, 1:30 p.m. in the Board Room**

**14. Adjournment**

Meeting was adjourned at 3:14 p.m.

  
Joan Milliman, Chair  
Media and Communications Committee

## **STAFF REPORT**

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**DATE:** May 20, 2019  
**FOR:** Media & Communication Committee  
**SUBJECT:** Broadband Services Update

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### **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

	OCT	NOV	DEC	JAN	FEB	MAR	APRIL
<b>Subscriber Counts</b>							
Digital Subscribers	6,108	6,128	6,256	6,379	6,634	6,657	6,657
<b>Set-Top Boxes</b>							
DVR's	6,019	6,035	6,027	6,064	6,076	6,060	6,017
Standard	617	622	698	704	711	697	687
HD Standard	1,951	1,974	2,053	2,072	2,068	2,068	2,069
TiVo MG2	155	174	183	184	191	218	228
TiVo Qj3	151	171	182	182	194	224	236
DTA	393	389	388	386	380	371	370
HD Converter's	395	431	536	598	764	796	828
<b>Pay-TV</b>							
HBO	929	922	915	916	914	912	940
Cinemax	122	123	126	122	124	124	122
Showtime	461	463	453	448	448	450	441
Starz/Encore	309	323	325	323	306	301	297
PBC	13	13	13	17	18	18	18
<b>International Ch.</b>							
TV Asia	2	2	2	2	2	2	2
CTI-Zhong Tian	13	13	14	14	14	14	13
The Filipino Channel	45	45	45	45	46	46	43
CCTV4	10	10	10	10	10	10	9
Channel One Russia	11	12	12	12	12	12	12
tvK	9	9	9	10	10	10	10
TV5Monde	25	26	26	27	27	27	26
RAI Italia	7	8	9	9	9	8	7
TV Japan	50	50	50	50	50	49	49
Total International	172	175	177	179	180	178	171
<b>High Speed Data</b>							
High Speed Data	9,780	9,814	9,879	9,905	9,934	9,934	9,944

**Golden Rain Foundation of Laguna Woods  
Proforma Broadband Services Summary of Operations  
4/30/2019**

	<u>Cable Television</u>	<u>TV6</u>	<u>Ad Insertion</u>	<u>Internet</u>	<u>YTD ACTUAL</u>	<u>YTD BUDGET</u>
<b>Revenues:</b>						
<b>Non-Assessment Revenues:</b>						
<b>Merchandise Sales</b>						
41503500 - Merchandise Sales - Broadband	\$9,540	\$0	\$0	\$0	\$9,540	\$8,332
<b>Total Merchandise Sales</b>	<b>9,540</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>9,540</b>	<b>8,332</b>
<b>Clubhouse Rentals and Event Fees</b>						
42502500 - Clubhouse Event Fees - Non Residents	240	0	0	0	240	0
<b>Total Clubhouse Rentals and Event Fees</b>	<b>240</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>240</b>	<b>0</b>
<b>Broadband Services</b>						
45001000 - Ad Insertion	0	0	185,363	0	185,363	216,664
45001500 - Premium Channel	124,812	0	0	0	124,812	166,664
45002000 - Cable Service Call	37,995	0	0	0	37,995	50,000
45002500 - Cable Commission	31,682	0	0	0	31,682	16,664
45003000 - High Speed Internet	0	0	0	529,083	529,083	533,332
45003500 - Equipment Rental	590,393	0	0	5,600	595,993	573,664
45004000 - Video Production	0	14,638	0	0	14,638	18,332
45004500 - Video Re-Production	0	537	0	0	537	832
45005000 - Message Board	0	6,300	0	0	6,300	6,332
45005500 - Advertising	0	17,018	0	0	17,018	14,164
<b>Total Broadband Services</b>	<b>784,882</b>	<b>38,492</b>	<b>185,363</b>	<b>534,683</b>	<b>1,543,421</b>	<b>1,596,648</b>
<b>Miscellaneous</b>						
47001500 - Late Fee Revenue	2,222	0	0	0	2,222	3,332
49009000 - Miscellaneous Revenue	5	0	0	0	5	0
<b>Total Miscellaneous</b>	<b>2,227</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2,227</b>	<b>3,332</b>
<b>Total Non-Assessment Revenue</b>	<b>796,889</b>	<b>38,492</b>	<b>185,363</b>	<b>534,683</b>	<b>1,555,428</b>	<b>1,608,312</b>
<b>Expenses:</b>						
<b>Employee Compensation</b>						
51011000 - Salaries & Wages - Regular	193,529	128,976	85,933	3,841	412,279	432,377
51041000 - Wages - Overtime	7,152	1,226	1,253	15	9,646	1,900
51061000 - Holiday & Vacation	21,242	13,856	2,321	409	37,828	32,383
51071000 - Sick	6,191	1,178	545	129	8,043	13,209
51091000 - Missed Meal Penalty	136	525	25	13	699	580
51101000 - Temporary Help	0	0	0	0	0	332
51981000 - Compensation Accrual	(7,988)	(4,265)	(1,313)	(195)	(13,760)	1,164
<b>Total Employee Compensation</b>	<b>220,263</b>	<b>141,495</b>	<b>88,764</b>	<b>4,212</b>	<b>454,734</b>	<b>481,944</b>
<b>Compensation Related</b>						
52411000 - F.I.C.A.	16,852	10,674	6,651	333	34,509	36,565
52421000 - F.U.I.	493	244	84	6	828	1,288
52431000 - S.U.I.	3,783	1,870	644	48	6,346	6,440
52451000 - Workers' Compensation Insurance	17,344	12,961	1,200	278	31,782	13,467
52461000 - Non Union Medical & Life Insurance	21,206	15,265	3,839	513	40,823	48,330
52481000 - Non-Union Retirement Plan	5,450	4,781	3,603	0	13,834	18,533
52981000 - Compensation Related Accrual	(5,739)	(3,920)	(738)	(123)	(10,521)	532
<b>Total Employee Compensation and Related</b>	<b>59,389</b>	<b>41,875</b>	<b>15,282</b>	<b>1,056</b>	<b>117,602</b>	<b>125,155</b>
<b>Materials and Supplies</b>						
53001000 - Materials & Supplies	14,980	3,650	1,207	6	19,843	15,860
53004000 - Freight	2,546	0	17	0	2,563	500
<b>Total Materials and Supplies</b>	<b>17,526</b>	<b>3,650</b>	<b>1,224</b>	<b>6</b>	<b>22,406</b>	<b>16,360</b>
<b>Utilities and Telephone</b>						
53301000 - Electricity	40,206	0	0	0	40,206	41,600
<b>Total Utilities and Telephone</b>	<b>40,206</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>40,206</b>	<b>41,600</b>
<b>Legal Fees</b>						
53401500 - Legal Fees	0	0	0	0	0	832
<b>Total Legal Fees</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>832</b>
<b>Outside Services</b>						



**Golden Rain Foundation of Laguna Woods  
Proforma Broadband Services Summary of Operations  
4/30/2019**

	<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	23,097	0	2,949	0	26,046	19,664
53602500 - Licensing Fees	0	0	5,900	0	5,900	1,964
53704000 - Outside Services	152,813	23,383	305	0	176,501	172,800
<b>Total Outside Services</b>	<b>175,910</b>	<b>23,383</b>	<b>9,154</b>	<b>0</b>	<b>208,447</b>	<b>194,428</b>
<b>Repairs and Maintenance</b>						
53701000 - Equipment Repair & Maint	1,695	0	0	0	1,695	14,904
<b>Total Repairs and Maintenance</b>	<b>1,695</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1,695</b>	<b>14,904</b>
<b>Other Operating Expense</b>						
53801000 - Mileage & Meal Allowance	14	0	1,231	0	1,246	1,368
53801500 - Travel & Lodging	449	359	6	90	904	1,332
53802000 - Uniforms	646	0	0	0	646	664
53802500 - Dues & Memberships	1,073	0	0	0	1,073	1,012
53803000 - Subscriptions & Books	0	0	0	0	0	32
53803500 - Training & Education	0	1,175	0	0	1,175	250
53901500 - Volunteer Support	0	0	0	0	0	32
54502500 - Cable Promotions	0	0	753	0	753	1,164
<b>Total Other Operating Expense</b>	<b>2,182</b>	<b>1,534</b>	<b>1,990</b>	<b>90</b>	<b>5,796</b>	<b>5,854</b>
<b>Property and Sales Tax</b>						
54301500 - State & Local Taxes	686	39	0	0	725	64
54302000 - Property Taxes	9	7	0	2	19	0
<b>Total Property and Sales Tax</b>	<b>696</b>	<b>46</b>	<b>0</b>	<b>2</b>	<b>743</b>	<b>64</b>
<b>Cable Programming/Copyright/Franchise</b>						
54501000 - Cable - Programming Fees	1,593,002	0	0	0	1,593,002	1,533,332
54501500 - Cable - Copyright Fees	0	0	0	0	0	18,332
54502000 - Cable - City of Laguna Woods Franchise Fees	57,259	1,179	25,789	0	84,226	89,164
<b>Total Cable Programming/Copyright/Franchise</b>	<b>1,650,261</b>	<b>1,179</b>	<b>25,789</b>	<b>0</b>	<b>1,677,228</b>	<b>1,640,828</b>
<b>Uncollectible Accounts</b>						
54602000 - Bad Debt Expense	163	0	0	0	163	8,412
<b>Total Uncollectible Accounts</b>	<b>163</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>163</b>	<b>8,412</b>
<b>Total Expenses</b>	<b>2,168,290</b>	<b>213,162</b>	<b>142,203</b>	<b>5,365</b>	<b>2,529,021</b>	<b>2,530,381</b>
<b>Net Revenue/(Expense)</b>	<b>(\$1,371,401)</b>	<b>(\$174,670)</b>	<b>\$43,160</b>	<b>\$529,318</b>	<b>(\$973,593)</b>	<b>(\$922,069)</b>

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## STAFF REPORT

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**DATE:** May 20, 2019  
**FOR:** GRF Media and Communications Committee  
**SUBJECT:** Marketing and Communications Activities Report April 2019

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### **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**

MarComm Staff continues to assist other departments with flyers, brochures, posters, signs, emails, letters and video monitor slides. Efforts to collaborate with Security and Maintenance and Construction were underway during the closures of Gates 3 and 7 with signs and frequent updates in the *What's Up in the Village* Friday eblast. MarComm provided signage that was placed at the approach to both gates prior to the closures. The signage directed Residents to alternative gates. MarComm also produced a detour map to alternative gates that was available at all gates, in Resident Services and on the Village website. A similar communications approach will be used with future gate closures.

MarComm recently recruited four new Resident volunteers to act as docents for the Village Docent Tour Program, which is offered as marketing outreach to prospective Residents or new Residents who wish to become more familiar with the Community. Docents serve important roles as faces of the Community. These newest recruits bring valuable skills to the initiative. Dorothy Pacella worked as a director of operations for the Walt Disney Company, famous for its "Be Our Guest" philosophy and stellar customer service. Yie-Fann Haohas, who speaks Mandarin and English, has an impressive background as a financial planner, stock broker and accounting professor. Kathy Schill has experience as a volunteer docent at Locust Grove historic home in Kentucky. Julie Mangino exemplifies the active lifestyle of the Village, participating in tennis, pickleball, paddle tennis, pilates, Zumba fitness, aerobics, the Baby Boomers Club, the 60/40 Club and the RV Club.

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. United Mutual had 18 Residents in attendance and Third Mutual had 21 Residents in attendance in April.

VMS MarComm Staff continues to proactively engage, inform and share vital information with Residents. The attached report presents engagement efforts in April 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 Trello – an online project management system. Trello tracks work performed by Staff and freelance graphic artists, including deadlines, content, artwork, editing, fact checking, graphic design and distribution. MarComm tracked 26 designed projects through Trello in the month of April.

Regular publications put out by the MarComm team in April include:

- Easy Rider Transportation Newsletter (print and eblast)
- Garden Center Newsletter (print and eblast)
- Recreation Events and Activities Calendar (print and website)
- Recreation Events Calendar (eblast)
- Village Breeze (print and eblast)
- VMS Employee Newsletter (print and eblast)
- What's Up in the Village (Friday eblast): 4 editions

The weekly *What's Up in the Village* 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, clubhouses, The Towers and in the Community Center. Since February, copies are being distributed through the Friendly Visitor Program administered by the Social Services Division whenever Staff makes house calls.

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

Current key messages that MarComm delivered in April include:

- The new Resident portal, including a step-by-step tutorial on how to use the portal. MarComm Staff is acting as first-line troubleshooters for Residents who have questions about using the portal. If the problem cannot be solved through simple steps, the Resident is referred to the IT Department for assistance.
- Keeping Residents informed about ongoing gate construction, including adjusted hours and maps of alternate gates.
- Promoting the Laguna Woods Men's Golf Club's 2019 Memorial Golf Tournament and dinner, which benefits the Foundation of Laguna Woods Village.

- Results of testing for alternative formulas for weed abatement and subsequent board decisions to halt the use of Roundup in both mutual.
- Transportation Community Workshop and transportation survey.
- Notifying Residents about public hearings for the I-5/EI Toro Road interchange project.
- Notifying Residents about a community forum regarding the Five Lagunas shopping center development.
- Keeping Residents apprised of pool maintenance closures via Community-wide communications channels, as well as targeted email blasts to frequent pool users.
- RFID decals – as gates are completed the decal becomes necessary
- Amendments to the caregiver policy.
- How Residents can raise issues within their mutual.
- Recycling and bulky-item pickups.
- PVC Cool Roof Replacement Program.
- Fire extinguisher and smoke alarm safety.
- Golf cart safety.
- Cul-de-sac, building signage replacement project.
- Shepherd's crook fencing installation.
- Arbor Day new tree planting at Clubhouse 1.
- Winners of the 2019 Village Photo Contest.
- Continued promotion of CodeRED registration.
- Election of Third Mutual Resident Ralph Engdahl to the VMS Board of Directors.

Additionally, MarComm assisted other departments, Staff and directors with the following projects in April:

- 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.
- Developed scripts and slides for Staff and Director presentations on Village Television, including Jeff Parker's first Village Television appearance.
- Obtained bids for printing of the new real estate signs.
- Photographed and reported on the VMS Recognition of Excellence Awards.
- Club outreach to the Quilters' club to coordinate displaying quilts in the Community Center.
- Publicized the 2019 Village Games.
- Press relations, including disseminating press releases to the *Globe*.
- Proofed and formatted VMS Director presentations for Chris Spahr and Tim Moy.
- Drafted and circulated support letters for SB 754.

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 should call Security who will arrange for assistance. 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:

- CodeRED with over 4,800 form entries (Phase One)
- Third Fumigation Packet
- Board of Director's Handbook—all-boards version

### **FINANCIAL ANALYSIS**

None.

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**Reviewed By:** Siobhan Foster, COO

**Committee Routing:** None.

### Docent Tour Report, March 2019

Date	Attendance	Residents	Visitors	Web	Friend	Agent	Other
4/4/2019	20	5	15	2	1	2	9
4/11/2019	17	9	8	0	0	0	9
4/18/2019	17	1	14	4	3	0	11
4/25/2019	17	0	13	8	0	2	6
4/27/2019	21	2	19	9	0	0	8
	92	17	69	23	4	4	43

### New Resident Orientation Report, March 2019

United Mutual		
Date	Attendance	Director
Wednesday, January 9, 2019	0	<b>Canceled</b>
Friday, February 01, 2019	20	Skillman
Wednesday, March 13, 2019	32	Morrison
Friday, April 05, 2019	18	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		Tomg
Friday, December 06, 2019		Skillman
Total YTD	70	
Third Mutual		
Date	Attendance	Director
Friday, January 18, 2019	45	Frankel
Wednesday, February 20, 2019	32	Carpenter
Friday, March 15, 2019	0	<b>Canceled</b>
Wednesday, April 17, 2019	21	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	98	

### **Workflow Report, April 2019**

<b>Recreation</b>
Mediterranean Buffet
Laguna Woods Armed Forces Adoption Committee flyer
Annual Spring Horse Show
Black Market Trust flyer_REC
May Rec Blast
Elegant Evening Dinner Affair
May Rec Print Calendar
Lawn Bowling Open House flyer
Annual Lottery 2019
Afternoon tea
Father's Day Brunch REC
PAC April May Events
Coach Allan flyer
Equestrian Center coloring pages, save the date
90s luncheon
Stressless Meditation (Update)
Rec May 2019 Blast
<b>Human Resources</b>
Employee Newsletter
<b>Marketing and Communications</b>
April 2019 Village Breeze
4-26-19 Blast
4-19-19 Blast
4-12-19 Blast
4-5-19 Blast
<b>Maintenance and Construction</b>
New gate closure map
<b>Transportation</b>
May Transportation Blast
Newsletter
<b>Village Television</b>
TV6 Guide Proofing
<b>Social Services</b>
Social Services Friendly Visitor Program Posters, Marquee



### iContact Report, March 2019

Date	Title	Contacts	Open	Bounce	No Info.	Clicks	Smartphone	Tablet	Computer	Unsubscribe	Complained
4/5/2019	What's Up	12,390	44.7%	0.4%	55.0%	23.0%	34.0%	25.0%	41.0%	5	1
4/8/2019	Village Breeze	12,379	44.8%	0.3%	55.0%	25.0%	33.0%	25.0%	43.0%	6	0
4/12/2019	Arbor Day Event	43	53.5%	0.0%	46.5%	0.0%	36.0%	14.0%	50.0%	0	0
4/12/2019	What's Up	12,374	44.6%	0.4%	55.1%	25.0%	35.0%	26.0%	39.0%	5	0
4/17/2019	Your Voice	12,104	45.5%	0.3%	54.2%	3.0%	40.0%	23.0%	37.0%	9	0
4/19/2019	What's Up	12,357	45.4%	0.4%	54.3%	25.0%	36.0%	26.0%	38.0%	5	1
4/22/2019	Easy Rider	12,082	40.8%	0.6%	58.7%	14.0%	38.0%	26.0%	36.0%	6	1
4/24/2019	I-5/EI Toro Project	12,316	45.0%	0.4%	54.6%	6.0%	36.0%	25.0%	38.0%	4	1
4/26/2019	Gate 7 Golf Cart	883	52.7%	5.2%	42.2%	5.0%	38.0%	33.0%	29.0%	0	0
4/26/2019	What's Up	12,299	43.3%	0.4%	56.4%	24.0%	35.0%	25.0%	39.0%	4	1
4/27/2019	Recreation	12,027	41.8%	0.4%	58.0%	22.0%	39.0%	23.0%	38.0%	10	0
4/29/2019	Corr. Elev. Maint	130	53.1%	5.4%	42.3%	2.0%	25.0%	16.0%	59.0%	1	0
4/30/2019	Garden Center	364	57.1%	0.0%	43.1%	38.0%	41.0%	21.0%	38.0%	0	0
4/30/2019	Empl. Handbook	22	22.7%	0.0%	77.3%	18.0%	0.0%	0.0%	100.0%	0	0
4/30/2019	Empl. Handbook	258	48.8%	0.0%	51.2%	29.0%	1.0%	0.0%	99.0%	0	0
4/30/2019	Empl. Newsletter	288	42.0%	0.0%	58.0%	28.0%	5.0%	0.0%	94.0%	0	0

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