



GOLDEN RAIN FOUNDATION MEDIA AND COMMUNICATIONS COMMITTEE

Monday, June 17, 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, May 20, 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**
 - a. Collection Policy for Broadband Services
 - b. Proposed 2020 Fees for Broadband Services
- 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, July 15, 2019 at 1:30 p.m.**
- 12. Adjournment**

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OPEN MEETING
THE GOLDEN RAIN FOUNDATION
MEDIA AND COMMUNICATIONS COMMITTEE
Monday, May 20, 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, Adviser Steve Carman and Adviser Sheila Bialka

MEMBERS ABSENT: Director Ryna Rothberg and Adviser Lucy Parker

OTHERS PRESENT: Rosemarie diLorenzo—Third, Cush Bhada—Third, Annie McCary—Third, Juanita Skillman—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 1:31 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 April 15, 2019**
Report was approved.
5. **Chair's Remarks**
Chair Milliman welcomed everyone.
6. **Member Comments (Items not on the Agenda)**
Doug Rook (30-F) was called to speak. Mr. Rook discussed a power outage that occurred at culs de sac 30 and 43. When he spoke with Southern California Edison, he was advised that the utility did not want Residents to be notified or want VMS involved in notifying Residents.

Eileen Paulin commented on Mr. Rook's statement and referred to previous What's Up in the Village articles that outline what Residents can do in a power outage and agreed to rerun said article(s). She also stated that SCE sends mailings to Residents.

Juanita Skillman would like to have the Disaster Preparedness Task Force and Good Neighbor Captains involved in informing and helping Residents during power outages.

Chair Milliman asked Ms. Paulin to follow up with notifications.

7. Director's and Staff Forum

None.

REPORTS:

8. Broadband and Contracts Report—Chuck Holland

Chuck Holland suggested Residents visit SCE website and subscribe to alerts.

Mr. Holland reported on the removal of the Channel 3 guide. The next option is a DTA or iGuide. He discussed the presentation of standard-definition and high-definition channels and the difference in quality and stated that eventually all will be moved to HD channels. Since the removal of analog, there has been a 16% reduction in energy usage. He brought the Committee's attention to the contracts—especially Fox Sports Net and Fox Sports Net West—with an estimated increase of 25% or 40% of the programming cost.

Mr. Holland reported that since analog has been dropped, the number of digital subscribers has increased and added more set-top boxes. Residents whose televisions are plugged directly into the wall have to scan channels frequently.

Mr. Holland gave financials on the first quarter, which included nonassessment revenues, Broadband Services, employee compensations, materials and supplies, utilities, legal fees, outside services, repairs and maintenance, operating expenses, property and sales tax, cable programming, copyright, franchise and uncollectible accounts. Costs were not anticipated to cover the additional set-top boxes, and therefore put us over budget.

Chair Milliman made a motion for Mr. Holland to create a Staff Report to propose not to renew the two Fox Sports Channels.

Motion to recommend not to renew the Fox Sports Channels was seconded and passed by one vote.

Mr. Holland will create the Staff Report for the June agenda. Mr. Holland will include alternative channel sources.

9. Marketing and Communications Report-Eileen Paulin

Ms. Paulin reported on gate closures and notices, docent program and feedback, new resident orientation, emails, notifications, the What's Up in the Village format, infographic flyer on how to navigate the Village website, trash campaign and all the events that

MarComm has been working on. She discussed how each member of Staff has been assigned to each department to assist with communications.

Director Maggie Blackwell mentioned an incorrect article in the Register regarding United Mutual financing.

Ms. Paulin replied that the following actions were taken:

- President of United sent a letter of correction to the writer.
- Letter was copied and sent to two parties quoted in the article.
- The President of United submitted a letter to the editor of The Globe correcting the misinformation.
- MarComm staff submitted an article to The Globe stating the facts. It was run in the Thursday, May 23, 2019. edition.

Adviser Steve Carman asked to improve the search engine on the website.

Ms. Paulin described how the search engine will be improved through the new format of What's Up in the Village.

Ms. Paulin presented the phone book published by private companies and suggested that they be taken out of Central Services and not be distributed anymore. Chair Milliman tasked Ms. Paulin to follow up with the phone companies.

ITEMS FOR DISCUSSION AND CONSIDERATION:

ITEMS FOR FUTURE AGENDAS:

CONCLUDING BUSINESS:

10. Committee Member Comments

None.

11. Date of Next Meeting—Monday, June 17, 2019, 1:30 p.m. in the Board Room

12. Adjournment

Meeting was adjourned at 3:14 p.m.


Joan Milliman, Chair
Media and Communications Committee

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STAFF REPORT

DATE: June 17, 2019
FOR: GRF Media and Communications Committee
SUBJECT: Broadband Services Update

RECOMMENDATION

Receive and file report.

BACKGROUND

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

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

Prepared By: Paul Ortiz, Village Television Manager

Reviewed By: Chuck Holland, Information Services Director

ATTACHMENT(S)

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

	NOV	DEC	JAN	FEB	MAR	APRIL	MAY
Subscriber Counts							
Digital Subscribers	6,128	6,256	6,379	6,634	6,657	6,657	6,657
Set-Top Boxes							
DVR's	6,035	6,027	6,064	6,076	6,060	6,017	5,616
Standard	622	698	704	711	697	687	674
HD Standard	1,974	2,053	2,072	2,068	2,068	2,069	2,086
TiVo MG2	174	183	184	191	218	228	277
TiVo Qi3	171	182	182	194	224	236	277
DTA	389	388	386	380	371	370	368
HD Converter's	431	536	598	764	796	828	843
Pay-TV							
HBO	922	915	916	914	912	940	932
Cinemax	123	126	122	124	124	122	118
Showtime	463	453	448	448	450	441	437
Starz/Encore	323	325	323	306	301	297	292
PBC	13	13	17	18	18	18	18
International Ch.							
TV Asia	2	2	2	2	2	2	2
CTI-Zhong Tian	13	14	14	14	14	13	14
The Filipino Channel	45	45	45	46	46	43	43
CCTV4	10	10	10	10	10	9	9
Channel One Russia	12	12	12	12	12	12	12
tvK	9	9	10	10	10	10	9
TV5Monde	26	26	27	27	27	26	26
RAI Italia	8	9	9	9	8	7	7
TV Japan	50	50	50	50	49	49	48
Total International	175	177	179	180	178	171	170
High Speed Data							
High Speed Data	9,814	9,879	9,905	9,934	9,934	9,944	9,966

**Golden Rain Foundation of Laguna Woods
Proforma Broadband Services Summary of Operations
5/31/2019**

	<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	\$10,680	\$0	\$0	\$0	\$10,680	\$10,415
Total Merchandise Sales	10,680	0	0	0	10,680	10,415
Clubhouse Rentals and Event Fees						
42502500 - Clubhouse Event Fees - Non Residents	515	0	0	0	515	0
Total Clubhouse Rentals and Event Fees	515	0	0	0	515	0
Broadband Services						
45001000 - Ad Insertion	0	0	239,559	0	239,559	270,830
45001500 - Premium Channel	156,182	0	0	0	156,182	208,330
45002000 - Cable Service Call	49,945	0	0	0	49,945	62,500
45002500 - Cable Commission	34,184	0	0	0	34,184	20,830
45003000 - High Speed Internet	0	0	0	660,765	660,765	666,665
45003500 - Equipment Rental	739,685	0	0	7,000	746,685	717,080
45004000 - Video Production	0	17,668	0	0	17,668	22,915
45004500 - Video Re-Production	0	640	0	0	640	1,040
45005000 - Message Board	0	8,050	0	0	8,050	7,915
45005500 - Advertising	0	20,760	0	0	20,760	17,705
Total Broadband Services	979,996	47,117	239,559	667,765	1,934,436	1,995,810
Miscellaneous						
47001500 - Late Fee Revenue	2,648	0	0	0	2,648	4,165
49009000 - Miscellaneous Revenue	5	0	0	0	5	0
Total Miscellaneous	2,653	0	0	0	2,653	4,165
Total Non-Assessment Revenue	993,843	47,117	239,559	667,765	1,948,284	2,010,390
Expenses:						
Employee Compensation						
51011000 - Salaries & Wages - Regular	240,712	160,061	99,388	4,758	504,919	545,141
51041000 - Wages - Overtime	7,775	1,861	1,322	16	10,974	2,375
51061000 - Holiday & Vacation	24,163	14,103	3,113	409	41,788	40,850
51071000 - Sick	6,997	1,379	644	171	9,190	16,662
51091000 - Missed Meal Penalty	136	617	25	13	791	725
51101000 - Temporary Help	0	0	0	0	0	415
51981000 - Compensation Accrual	(821)	90	(232)	(61)	(1,023)	1,455
Total Employee Compensation	278,963	178,110	104,260	5,307	566,640	607,622
Compensation Related						
52411000 - F.I.C.A.	20,639	13,022	7,694	406	41,761	46,103
52421000 - F.U.I.	493	260	84	6	844	1,381
52431000 - S.U.I.	3,783	1,991	644	48	6,467	6,644
52451000 - Workers' Compensation Insurance	20,868	15,580	1,363	337	38,147	16,985
52461000 - Non Union Medical & Life Insurance	26,705	19,083	4,799	641	51,228	60,413
52481000 - Non-Union Retirement Plan	6,556	5,810	4,179	0	16,545	23,367
52981000 - Compensation Related Accrual	(4,767)	(3,260)	(717)	(106)	(8,850)	665
Total Employee Compensation and Related	74,277	52,487	18,046	1,332	146,142	155,557
Materials and Supplies						
53001000 - Materials & Supplies	19,692	4,641	1,244	6	25,582	19,750
53004000 - Freight	2,595	13	17	0	2,624	625
Total Materials and Supplies	22,286	4,653	1,261	6	28,206	20,375
Utilities and Telephone						
53301000 - Electricity	51,094	0	0	0	51,094	52,200
Total Utilities and Telephone	51,094	0	0	0	51,094	52,200
Legal Fees						
53401500 - Legal Fees	0	0	0	0	0	1,040
Total Legal Fees	0	0	0	0	0	1,040
Outside Services						
53601500 - Credit Card Transaction Fees	29,221	0	3,419	0	32,639	24,580

**Golden Rain Foundation of Laguna Woods
Proforma Broadband Services Summary of Operations
5/31/2019**

	<u>Cable Television</u>	<u>TV6</u>	<u>Ad Insertion</u>	<u>Internet</u>	<u>YTD ACTUAL</u>	<u>YTD BUDGET</u>
53602500 - Licensing Fees	0	0	5,900	0	5,900	2,455
53704000 - Outside Services	191,803	29,918	565	0	222,286	216,000
Total Outside Services	221,024	29,918	9,884	0	260,825	243,035
Repairs and Maintenance						
53701000 - Equipment Repair & Maint	2,352	0	0	0	2,352	18,630
Total Repairs and Maintenance	2,352	0	0	0	2,352	18,630
Other Operating Expense						
53801000 - Mileage & Meal Allowance	14	0	1,231	0	1,246	1,710
53801500 - Travel & Lodging	449	359	6	90	904	1,665
53802000 - Uniforms	788	0	0	0	788	830
53802500 - Dues & Memberships	1,342	0	0	0	1,342	1,265
53803000 - Subscriptions & Books	0	0	0	0	0	40
53803500 - Training & Education	0	1,175	0	0	1,175	250
53901500 - Volunteer Support	0	0	0	0	0	40
54502500 - Cable Promotions	0	0	753	0	753	1,455
Total Other Operating Expense	2,593	1,534	1,990	90	6,207	7,255
Property and Sales Tax						
54301500 - State & Local Taxes	768	46	0	0	814	80
54302000 - Property Taxes	9	7	0	2	19	0
Total Property and Sales Tax	778	54	0	2	833	80
Cable Programming/Copyright/Franchise						
54501000 - Cable - Programming Fees	2,006,531	0	0	0	2,006,531	1,916,665
54501500 - Cable - Copyright Fees	0	0	0	0	0	22,915
54502000 - Cable - City of Laguna Woods Franchise Fees	51,119	1,447	14,637	0	67,203	111,455
Total Cable Programming/Copyright/Franchise	2,057,651	1,447	14,637	0	2,073,735	2,051,035
Uncollectible Accounts						
54602000 - Bad Debt Expense	163	0	0	0	163	10,515
Total Uncollectible Accounts	163	0	0	0	163	10,515
Total Expenses	2,711,179	268,203	150,077	6,737	3,136,196	3,167,345
Net Revenue/(Expense)	(\$1,717,336)	(\$221,085)	\$89,482	\$661,028	(\$1,187,912)	(\$1,156,955)

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STAFF REPORT

DATE: June 17, 2019
FOR: GRF Media and Communications Committee
SUBJECT: Collection Policy for Broadband Services

RECOMMENDATION

Review recommendations from the Finance Committee and recommend the Board adopt a resolution updating Broadband collection policies.

BACKGROUND

Members receive basic cable services as part of the monthly assessment. Additional services are provided at a charge to the individual member who has entered into a service agreement for items such as DVR or TiVo equipment rentals, digital installation fees, and premium movie or language packages.

A specialized point-of-sale (POS) system named BroadHub is used to provide individual programming options and bill residents for services. Payments are accepted by check, credit card, and/or the AutoPay service. Billing statements are sent monthly to customers by mail unless the customers have opted into the email billing option.

The billing and handling of delinquent accounts is managed by the Department of Broadband Services, and processes were setup to comply with FCC and City Franchise Requirements. On May 1, 2007, the Board adopted a policy resolution 90-07-42 (Attachment 1) to suspend services when a member is delinquent in payment of their premium channel charges. The terms of service including obligations for repayment are outlined in the Customer Information and Notification of Customer Rights pamphlet (Attachment 2) mailed to members on an annual basis. Paragraph B(2) on page 6 notes GRF's ability to terminate service, remove equipment, and impose late fees.

Delinquency reports are reviewed monthly by the Finance Committee with balances grouped for all accounts related to Broadband Services. As of June 2019, the delinquency total was \$16,006, comprised of 341 delinquent accounts with an average balance of \$47 each.

Aging	30+	60+	90+	Total
# Accounts	248	34	59	341
Total Delinquency	\$ 6,973.19	\$ 823.30	\$ 8,209.52	\$16,006.01
Average	\$ 28.12	\$ 24.21	\$ 139.14	\$ 46.94
Minimum	\$ 0.02	\$ 0.13	\$ 0.83	\$ 0.02
Maximum	\$ 262.88	\$ 105.00	\$ 978.75	\$ 978.75

To ensure the prompt payment of monthly charges, the Department of Broadband Services employs the collection enforcement procedures outlined below.

DISCUSSION

Billing statements are sent monthly for chargeable broadband services. Throughout the collection process for delinquent broadband services, the goal is to obtain payment or disconnect services and retrieve the rental equipment (set top box and digital power cord). There are four stages in which a customer is notified of unpaid account status. Each reminder or past due notice (PDN) is generated in 30 day intervals, followed by a 7-day termination notice:

1. PDN #1 = 31-60 days past due
2. PDN #2 = 61-90 days past due
3. PDN #3 = 90 days or greater past due
4. Termination Notice = 7 day notice of impending disconnect

If a customer has not made payment after three reminder notices, a final notice is mailed with a specific service interruption date and time. Once the warning period has expired without receipt of payment, pay services and set-top boxes are deactivated. Services will not be restored until full payment is made on delinquent balances. A member with three occurrences of delinquent balances aged 90+ days may be required to enroll in AutoPay for a continuation of services.

Broadband Services processes write-offs twice per year, in June and December, for those accounts that are considered uncollectible. Typical scenarios of resulting in write-offs include when set-top-boxes are not returned and the member either leaves the community or when a unit goes through the foreclosure process and an escrow demand cannot be made.

On April 24, 2019 the GRF Finance Committee reviewed the existing practices for billing and collection and made recommendations to encourage more prompt payment, as redlined on the attached policy resolution (Attachment 1):

1. PDN #1 issued upon 30 days past due and member assessed \$10.00 late fee
2. PDN #2 issued upon 53 days past due and member assessed a second \$10.00 late fee
3. PDN #2 includes Termination Notice disconnect of service after 60 days past due
4. An equipment rental deposit will be charged to all approved Lessees

FINANCIAL ANALYSIS

Collection remedies include reminder notices, disconnection of services, and escrow demands at the time of sale. GRF has not pursued further collection activity such as small claims court due to the dollar value of these individual delinquent accounts. Delinquencies average \$47 per account and the total write-offs have average \$11,000 annually over the past three years, compared to average annual revenues just over \$2 Million.

Prepared By: Steve Hormuth, Controller

Reviewed By: Chuck Holland, CIO
Betty Parker, CFO

ATTACHMENT(S)

ATT1 – Resolution 90-07-42 Redlined

ATT2 - Customer Information and Notification of Customer Rights Pamphlet

RESOLUTION 90-19-xx

Collection Policy for Broadband Services

WHEREAS, there has been presented to the Board a proposal whereby the Broadband Division of Village Management Services, Inc. ("VMS" or "Agent"), acting as managing agent on behalf of this Corporation, would automatically, when Members are delinquent in payment of their premium channel and or equipment rental charges, send notices (in compliance with FCC regulations) inclusive of a late fee and take action to suspend such Member's premium channel service; and

WHEREAS, it has further been proposed that such notices be sent as an administrative action and without separate Board review or approval as to each instance; and

WHEREAS, the Board of Directors of this Corporation has considered and discussed this procedure and has determined that it is in the best interests of this Corporation and its Members for its Agent to automatically send notices (which notices shall comply with all FCC regulations) inclusive of a \$10.00 late fee subsequent to each 30 days of delinquency, to suspend premium channel service to Members who have been delinquent for at least ~~ninety-sixty~~ (~~9060~~) days, without the need for any further Board approval.

WHEREAS, the Board of Directors of this Corporation has considered and discussed this procedure and has determined that it is in the best interests of this Corporation and its Members for its Agent to charge Lessees an equipment rental deposit prior to issuance of equipment an amount consistent with the then current fee schedule.

NOW, THEREFORE BE IT RESOLVED, July 2, 2019 that the Agent, acting through its Broadband Division, effectuate a policy whereby for any Members who are at least ~~ninety-sixty~~ (~~6090~~) days delinquent in payment of their premium channel charges, that notices sent out in compliance with FCC regulations would suspend premium channel service until such time as the Members have paid any outstanding delinquent amounts; and

RESOLVED FURTHER, that the Agent is hereby authorized and directed to take all such action, assess all such late fees and send all such notices as they deem necessary or advisable for the purpose of effectuating this Resolution; and

RESOLVED FURTHER, that any actions taken to date by the Agent pursuant to which they have previously delivered notices suspending premium channel service to Members who were delinquent in their premium channel charges, are hereby ratified and approved; and

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

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CUSTOMER INFORMATION

Notification of Customer Rights
Under the Cable Communications Policy Act of 1984

Television Equipment Compatibility Notice

Television Picture Quality Resolution Notification

Terms and Conditions of Service

Golden Rain Foundation
Broadband Services
24351 El Toro Road
Laguna Woods, CA 92637

(949) 837-2670

Service Hours:
Monday through Saturday
8:00 AM to 5:00 PM

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NOTIFICATION OF CUSTOMER RIGHTS UNDER THE CABLE COMMUNICATIONS POLICY ACT OF 1984

Dear Cable and/or Internet Customer:

As a customer of Golden Rain Foundation Broadband Services ("GRF" or "we") subscribing to cable television services and/or other services provided over the cable system, you are entitled under the Cable Communications Policy Act of 1984 (the "Cable Act") to know the limitation imposed upon cable operators in the collection and disclosure of personally identifiable customer information, the type of personally identifiable information collected, how such information is used, under what conditions it is disclosed, the period during which it is maintained and the rights of customers concerning access to such information and its disclosure.

The law relates only to personally identifiable information. It also applies only to information that you have furnished to us, and certain information that is transmitted over our cable facilities. Some of our services may permit you to direct communications outside of our system and this law does not apply to these communications. For example, this law does not apply to anonymous aggregate customer information or information that you have directed to third parties over the facilities of on-line providers or over the Internet. Aggregate information is information the cable system collects or assembles which is devoid of all personally identifiable information relating to our customers (i.e., it is anonymous) such as data relating to the use of Internet access by groups or customers. GRF collects such information in order to provide and manage the quality of the services requested.

1. **Collection and Use** - To better provide you with reliable, high-caliber service, GRF keeps regular business records that may contain the following types of personally identifiable information: name, service address, billing address, home and/or other telephone number(s), service information, customer correspondence and communications records. We also maintain information concerning billing, payment, security deposits, maintenance and repairs, as well as other service-related information.

We collect, maintain and use this information, generally to conduct business activities related to providing you with cable television and other services, and to help us detect theft of service. Specifically, our detailed business records are used, and personal information contained in them disclosed, to help ensure you are being properly billed for the services you receive, to send you pertinent information regarding your cable services, to improve the quality of the services we provide to you, and for other service-related activities. More specifically, this information is used for financial, legal, tax and accounting purposes, to sell, install, maintain and disconnect services, to bill and collect charges for the services that you receive, to gauge customer satisfaction and improve programming and marketing plans, for customer mailings and to answer questions from you concerning your bill and services provided to you. We take all reasonable precautions to identify you or your authorized representative as the inquirer on your account and to otherwise prevent unauthorized access to your account information. We are prohibited from using the cable system to collect your personal information without your written consent for any other purposes.

2. **Disclosure** - GRF considers the personally identifiable information contained in our business records to be confidential and will not disclose it without your prior written or electronic consent except as provided in this notice. We may disclose this information, however, if the disclosure is necessary for rendering or conducting a legitimate business activity related to a cable service or other service GRF provides to you. For example, in

order to provide and manage our services, we may periodically disclose information to our employees, attorneys, outside auditors and accountants as required, program guide distributors, collection agencies, construction and installation contractors, customer and market research companies, software vendors, and affiliated providers of Internet access services or Internet content services.

GRF will not make personally identifiable information about your video programming service records available to government entities unless we are required to do so by court order. Under subsection (b) of Section 631 of the Cable Act, before the court will order us to disclose personally identifiable information about your video programming service records, the government entity seeking the information must offer clear and convincing evidence that the subject of the information is reasonably suspected of engaging in criminal activity and that the information sought would be material evidence in the case. If a government entity is seeking personally identifiable information about you under these circumstances, the court must afford you the opportunity to appear and contest the government entity's claim prior to issuing an order to GRF to produce the records.

Under the recently enacted USA PATRIOT Act, GRF may be required to make certain personally identifiable information about its high speed Internet and video customers (excluding video programming service records as discussed above and the contents of your Internet communications) available to government entities upon receipt of a valid subpoena and you are not entitled to receive advance notice of the disclosure. Disclosure of the contents of your Internet communications through installation or use of a pen register or a trap and trace device can only occur upon issuance by a court or an order pursuant to 18 U.S.C. §§ 3121, 3123.

In addition, under the USA PATRIOT Act, GRF may disclose voluntarily and without prior notice to the subscriber Internet information, including the contents of subscriber communications, to law enforcement if GRF reasonably believes that an emergency involving immediate danger of death or serious physical injury to any person requires disclosure of the information immediately.

3. **Retention** - GRF maintains the information in our regular business records as long as you are a customer and for a period of time thereafter if necessary for our business or legal purposes. Unless there is a legitimate request or order to inspect the information outstanding, we will destroy the information once it is no longer necessary for our legal or business purposes.
4. **Subscriber Rights** - GRF will make available for your examination any personally identifiable information about you collected and maintained in our business records within a reasonable period of time. You shall be responsible for the cost of copying any documents you request. We will make this information available during normal business hours at the GRF office listed on the front cover of this notice or on your billing statement, and will give you an opportunity to correct any error in the information we maintain. Section 631 of the Cable Act gives you specific rights if these provisions are violated. If you believe that a violation of these provisions of the Cable Act has caused you harm, you may bring a civil action for damages in a United States District Court.

TELEVISION EQUIPMENT COMPATIBILITY NOTICE

Q: Do I need a cable converter and where can I get one?

A: If you have a High Definition TV you may not need a converter; however some models of TVs— especially older TV sets that are not “cable ready” - may not be able to receive all of the channels offered by the cable system when connected directly to the cable system. If your TV is not able to receive all of the channels offered by the cable system when connected directly, you can obtain a set-top channel converter or other equipment from GRF to enable your TV to receive all cable channels. If you plan to purchase cable services that we scramble or encrypt, such as premium movies, digital services and/or pay-per-view, you should make sure that any set-top converter or navigation device you purchase from a retail outlet is capable of working with separate security cards that we must provide in order for your equipment to access such programming services. Upon request, we will provide you with the necessary information concerning the technical parameters that are needed for any set-top converter rented or acquired from retail outlets to operate with our cable system.

If you receive service through a set-top channel converter, you may not be able to use special features and/or functions on your TV. These may include features that allow you to: view a program on one channel while simultaneously recording a program on another channel; record two or more consecutive programs that appear on different channels; and, use advanced picture generation and display features such as “Picture-in-Picture” and channel review.

Certain TVs and or TiVo set top boxes you purchase may require the use of a CableCARD to pair to our services. For more information, you may contact us by calling Broadband Customer Service.

TELEVISION PICTURE QUALITY RESOLUTION NOTIFICATION

Q: What should I do if I have a poor quality picture on my TV?

A: Upon experiencing problems with the quality of television signals that you receive, you should call the cable company at the telephone number listed on the front cover of this notice. A fully trained Customer Service Representative will attempt to resolve your problem over the telephone. If this cannot be done, an appointment will be established to have a skilled technician come to your home in order to resolve your reception problem. If, in your opinion, the service technician fails to correct the reception problem, you should call us again and we will review the actions taken. Should we continue to be unable to resolve the problem to your satisfaction, we will inform you of our determination, and the reasons we cannot solve the problem.

Q: What if GRF cannot resolve my problem?

A: GRF serves a franchised area. If you believe GRF has not properly resolved your issue, please contact the applicable franchise authority at: City of Laguna Woods, 24264 El Toro Rd., Laguna Woods, CA 92637; Phone: (949) 639-0500

TERMS AND CONDITIONS OF SERVICE

Golden Rain Foundation (GRF), through its Broadband Services Division, shall provide services requested upon the following terms and conditions:

A. Obligations of GRF:

1. Install in a workmanlike manner and in locations mutually acceptable to GRF and the Customer, equipment and materials necessary to furnish the services to the Customer.
2. Maintain and repair its equipment to minimize interruptions or degradation of services.
3. At the request of the Customer and upon payment of the appropriate fee, install, maintain, repair, and replace the internal wiring inside the Customer's premises. Otherwise, GRF shall have no responsibility for the maintenance of the internal wiring.

B. Obligations of the Customer:

1. Pay all installation, service or other charges upon receipt of GRF's bill. Charges will be according to GRF rate schedule or tariff applicable at the time services are rendered. Some fees and charges are payable in advance. If Customer terminates services prior to the end of a prepaid period, GRF shall refund Customer the prorated unused portion of the fees and charges; provided, however, if such prorate unused portion is less than \$5.00, GRF shall make the refund only upon request of Customer.
2. Upon the Customer's failure to make timely payment on or before the bill's due date, GRF may terminate service, remove its equipment, and impose late fees. The late fees protect timely paying Customers who would otherwise be required to subsidize the additional costs caused by late-paying Customers. It is impossible for GRF to predict the precise costs that an individual Customer will cause GRF to incur because of such delinquencies; however, such costs may include the lost use of funds, collection efforts by collection agencies and personnel costs. Payment of a late fee constitutes an acknowledgement by the Customer that the fee is reasonable estimate of the average costs caused by late payers. A Customer may, of course, avoid any late fees by paying his or her bills before the specified date. The Customer also agrees that GRF shall have the right to charge interest on any uncollected account and agrees to pay all costs of collection including attorney's fees.
3. Provide GRF employees and representatives with a safe working environment.
4. Assume complete responsibility for improper use, damage, or loss of any converters, remote controls, DVRs, HDTV set-top boxes, modems or other equipment furnished by GRF.

5. Allow GRF reasonable access into the Customer's premise for the purpose of installing, demonstration, inspection, maintenance, repair, and removal of the equipment in the Customer's premise. If a Customer is not home at the time of the service call, the Customer authorizes any other resident or guest of the Customer at the residence to grant GRF access.
6. If the Customer is not the owner of the premises: (i) the Customer represents to GRF that all necessary permission and authority has been obtained from the owner to install GRF equipment at the premises including, without limitation, equipment that may be attached to the outside of the premises; and (ii) the Customer will indemnify GRF from any all claims of the owner of the premises in connection with the installation and provision of the services by GRF.
7. Comply with all present and future rules of service of GRF.

C. Leakage:

Pursuant of the rules of the Federal Communications Commission, GRF is responsible for any excessive signal leakage while providing service over the system. Should such excessive leakage originate from a Customer's internal wiring, GRF obligation shall be to make the required repairs to all wiring installed by GRF or its agents.

Leakage as a result of the Customers installed wiring or equipment will be the responsibility of the Customer to be repaired. GRF reserves the right to discontinue service until such leakage has been corrected.

D. Equipment:

GRF may lease to you certain equipment including, without limitation, converters, remote controls, set-top boxes, and DVRs for your use in connection with the Services. Internal Wiring shall not be considered equipment and shall become your property upon initiation of Service. All equipment leased to you by GRF or a GRF agent, is, and shall remain the sole property of GRF, and you agree that such leased equipment will not become a fixture of your or any premises. GRF shall have the unrestricted right, but not the obligation, to install, update, or upgrade the software in any equipment that GRF provides to you. GRF shall also have the unrestricted right, but not the obligation, and you hereby grant permission to GRF, to install, update, or upgrade the software in any non-GRF provided equipment that you are using to receive or use the Services. With respect to equipment leased to you by GRF or a GRF agent, you agree:

1. To use equipment only for the purpose of receiving Services ordered from GRF and for no other purpose.
2. To prevent any connections to the equipment which are not expressly authorized in writing by GRF.
3. To prevent tampering, altering or repair of the equipment by any person other than GRF's authorized personnel.
4. To assume complete responsibility for improper use, damage or loss of such equipment regardless of cause.

5. To promptly return the equipment to GRF in good condition and without any encumbrances, except ordinary wear and tear resulting from proper use, immediately upon discontinuance of service by GRF or you, or at GRF's request. The equipment is and shall remain the property of GRF at all times, even if you pay all or part of the Unreturned Equipment Charges described below. You may not sell, resell, or transfer the equipment to any third party at any time. If you do not promptly return the equipment to GRF in good condition immediately upon termination of this agreement or at GRF's request, without any encumbrances, or if the equipment is lost, stolen, substantially damaged, sold transferred, leased encumbered or assigned (collectively, "Unreturned Equipment"), the damages GRF will incur will be difficult to ascertain. Therefore, You agree to pay, and GRF may charge your account, a liquidated damages amount which may include a reasonable estimate of the replacement costs for such equipment and a reasonable estimate of any incidental costs that GRF incurs due to your failure to return equipment or if the equipment is substantially damaged or encumbered; provided, however, that such amount will not exceed the maximum amount permitted by law (the "Unreturned Equipment Charge"). Unreturned Equipment Charges for Converters are up to \$350 each. GRF will update Unreturned Equipment Charges from time-to-time. Unreturned Equipment charges are GRF's attempt to recoup certain costs that GRF incurs due to Unreturned Equipment. GRF's object is to recoup these costs without increasing rates and other charges to all GRF customers. This subsection 5 shall survive the termination or expiration of this Agreement.
6. Not to sell, advertise or offer to sell any GRF equipment or move it to another location. State laws may prohibit the sale of such equipment by Service subscribers and if you violate these laws, you may be subject to civil and/or criminal penalties. Unless GRF informs you otherwise, or unless it is required by law, other cable, internet or telecommunications providers may be unable to provide their services through GRF equipment.
7. YOU HAVE PERSONALLY INSPECTED THE EQUIPMENT TO BE INSTALLED IN YOUR HOME BY THE GRF REPRESENTATIVE AND AGREE THERE IS NO VISIBLE DAMAGE TO THE EQUIPMENT AND IT IS IN GOOD WORKING CONDITION.

E. Limitation of Warranties and Liability:

1. GRF makes no warranties, expressed or implied, as to the equipment furnished by Customer and assume no responsibility for its condition.
2. GRF shall not be liable for damages for failure to furnish or the degradation, or interruption of any services, for any lost data or content, identity theft, for any TV screen burn-in, pin misalignment, uneven TV screen wear, stuck pixels, phosphor burn, files or software damage, regardless of cause. Nor shall GRF be responsible for damages for failure to transmit or errors in the transmission of two-way interactive transactional data, regardless of cause.
3. GRF shall not be liable for damage to property or for injury to any person arising from the installation, maintenance, or removal of equipment, software, wiring or the provision of services. Nor shall GRF be liable for failure to provide service if the cause is due to the act of an unaffiliated third party.

The Customer hereby indemnifies and holds harmless GRF from any claims, actions, proceedings, damages, and liabilities, including attorney's fees, arising out of (I) such damage or injury resulting from any claim that your use of the service infringes on the patent, copyright, trademark or other intellectual property right of any third party, (II) any breach or alleged breach by you of this agreement; or injury to person or property resulting from your gross negligence.

4. Under no circumstances will GRF be liable for special or consequential damages. GRF maximum total liability to you arising under this agreement shall be limited to the amount actually paid by you for the prior month of service.

F. Breach of Agreement:

In the event a Customer fails to abide by the terms of this agreement or the rules of GRF, GRF shall have the right to terminate this agreement and enter the Customer's premise to remove its equipment. The failure of GRF to require Customer's strict performance of any term or condition of this agreement shall not be a waiver of GRF's right to require strict performance of any other term or condition herein.

G. Entire Agreement:

This agreement, any applicable tariffs and other agreements specifically referenced herein constitutes the entire agreement between GRF and the Customer for the services and equipment. The invalidity or unenforceability of any term of this agreement shall not affect the validity of enforceability of any other provision. No statement, representation or warranty made by any agent or representative of GRF regarding the service or equipment to be provided or the rates therefore shall be binding upon GRF unless expressly included herein.

H. Theft of Service:

Theft of cable and/or telecommunications service is a violation of Federal and California Law and is punishable by fines and/or imprisonment.

I. Chargeable Service:

Items requiring repair or replacement that are chargeable to the Customer:

Digital Installation (first device):	\$40.00
Digital Installation (each additional device):	\$20.00
Service Call:	\$30.00
TiVo Single Device Install:	\$50.00 (including CableCARD's)
TiVo Whole Home Installation:	\$100.00
New Outlet Installation:	\$50.00 and up
6 Ft HDMI Cable:	\$10.00
Component Cable:	\$10.00

Bills are due and payable upon presentation. Late payments will be subject to a finance charge of \$10.00 per month.

J. Pay-TV Services:

Set-top Box Rentals (includes over 295 digital channels):	
HD Set-top Box:	\$13.25 *
HD/DVR Set-top Box:	\$19.25 for the first box *
	\$13.25 for each additional HD/DVR box *
*HDTV's with HD compatible boxes receive additional HD channels	
Whole Home TiVo DVR Service *:	
6 Tuner TiVo Digital Set-top Box:	\$24.95 per month
TiVo Mini Box:	\$7.95 each
TiVo MoCA Bridge Adapter:	\$50.00 each
Polaris Remote:	\$12.00 each
TiVo Remote:	\$15.00 each
CableCARD's (2 way) (available for pickup):	\$95.00 each
CableCARD Programming Access Fee:	\$4.95 per month
HD Converter: (available for pickup)	\$7.95 per month
Cinemax (11 channels includes 5 HD Channels):	\$14.25 per month
HBO (15 channels includes 7 HD channels):	\$17.25 per month
Showtime (21 channels includes 9 HD channels):	\$14.25 per month
Starz/Encore (22 channels includes 9 HD channels):	\$14.25 per month
Adult Programming/Pay Per View:	\$9.00 per event
Adult Programming/Subscription:	\$15.00 per month
Foreign Language Channels/Subscription:	\$10.00 and up
Pay-TV services may be switched at a \$7.50 change over fee	

K. Payment Method Options:

Subscribers may pay their account via:

- Check made payable to: GRF Broadband Service
- Credit Card for one-time payment

Automatic Payment (Auto Pay) via:

- Credit Card with a valid email address for paperless billing
- ACH Payment from your checking account for paperless or no statement option.
- *Automatic payment is required for TiVo DVR service subscribers.

L. High Speed Internet:

West Coast Internet, an Internet Service Provider (ISP), delivers High Speed Internet service through the GRF cable system. To obtain the various levels of service, rates and to request High Speed Internet services, please call West Coast Internet at: (949) 487-3302.

You may provide and install your own cable modem and or router or contact West Coast Internet to complete the installation at a cost. The monthly service fee is applied each month by credit card only. For Billing questions, please call (949) 487-3033. Existing customers may call (949) 487-3307 for technical support.

Please contact West Coast Internet for system requirements and additional details. High Speed Internet service is for entertainment purposes only.

STAFF REPORT

DATE: June 17, 2019
FOR: GRF Media and Communication Committee
SUBJECT: 2020 Proposed Fee Structure

RECOMMENDATION

That the Committee recommend that the Board approve the adjustments to the 2020 proposed fee structure outlined in this report that address higher costs for cable TV and HD device installation and the cost of new and replacement remote controls. It is also recommended that the recovery cost of lost or stolen cable boxes be reduced to coincide with the market value of newly purchased equipment.

BACKGROUND

The Broadband Services Division currently offers a Digital Pay Tier System that includes four rental choices for set top boxes and DVRs, approved February 5, 2019 by GRF Board Resolution 90-19-19. The proposed adjustments to the 2020 fee schedule are necessary to reflect the cost of service provision, equipment cost, and the replacement of lost, stolen, and/or damaged equipment. The current fee structure for lost and stolen equipment reflect outdated equipment costs and market rates. Current equipment costs need to be adjusted in the 2020 fees to reflect market rates. A new fee should be added to include the addition of the Tivo Whole Home devices at the current market rate.

DISCUSSION

Three categories of fee adjustments are proposed for 2020.

1. Installation Fees

The number of devices that a technician installs no longer includes cable boxes. The majority of installs are taking longer because of the number of digital devices that are now being used in the home. Devices such as Roku, Slingbox, Firestick require the technician to spend more time per service appointment to attach and configure to the home entertainment system. As such the digital installation for first TV/device and additional TV/device need to be adjusted to reflect the time required by the technician to complete the service appointment.

2. Remote Controls

The 2019 fee for new and replacement remote controls are not covering the costs of the equipment provided. A \$2.00 increase per Polaris remote control and \$5.00 per TiVo remote control are proposed to offset the cost of new or replacement remotes.

3. Equipment Replacement

Equipment supplied to customers is owned by GRF. When residents terminate service or move from the community, it is expected that the equipment will be returned in working order. The proposed addition and/or adjustment of recovery fees for the current lineup of digital devices reflect the current market replacement costs should a unit become lost, stolen or damaged.

4. Standard Set Top Box/TV

Standard Definition (SD) services have been suspended for new installations. Standard Set Top Boxes will be phased out over time. The move to an all High Definition (HD) format will require residents to rent a HD converter, HD cable box or HD recorder device going forward.

FINANCIAL ANALYSIS

The financial impact to the 2020 revenues would be a 20% increase in merchandise sales from \$35,000 to \$42,000 per annum and a 10% increase in cable service revenues from \$100,000 to \$110,000 per annum. Any additional revenues created by the proposed 2020 fees schedule would be to cover costs of goods sold and services being provided.

Prepared By: Paul Ortiz, Television Services Manager

Reviewed By: Chuck Holland, Chief Information Officer
Betty Parker, Chief Financial Officer

Committee Routing: Media and Communications Committee

ATTACHMENT(S)

ATT1: Proposed 2020 Fee Structure

Proposed 2020 Fee Structure

		Recommended
DESCRIPTION	2019 Fee	2020 Fee
BROADBAND SERVICES		
Digital Installation Fee (first TV/device)	\$30.00	\$40.00
Digital Installation Fee (additional TV/device)	\$0.00	\$20.00
Service Call	\$30.00	\$30.00
Cable Outlet Standard Extension Fee	\$50.00	\$50.00
Cable Outlet Major Extension Fee (starting fee and up)	\$100.00	\$100.00
TiVo Single Device Install (including CableCARD Installations)	\$50.00	\$50.00
TiVo Whole Home Install (Multiple Devices)	\$100.00	\$100.00
CableCARD Purchase	\$95.00	\$95.00
CableCARD Programming Access Fee (monthly)	\$4.95	\$4.95
HD Converter Fee (monthly)	\$7.95	\$7.95
Standard Set Top Box/TV (monthly)	\$7.25	N/A
Digital Set Top Box/HD (monthly)	\$13.25	\$13.25
Digital Set Top Box/2 Tuner DVR (monthly, first box)	\$19.25	\$19.25
Digital Set Top Box/2 Tuner DVR (monthly, additional box)	\$13.25	\$13.25
Polaris Remote Control Purchase (Replacement)	\$10.00	\$12.00
TiVo Whole Home/ 6 Tuner DVR (monthly)	\$24.95	\$24.95
TiVo Whole Home/Mini Set Top Box (monthly)	\$7.95	\$7.95
TiVo Bridge Adaptor (for Whole Home Service)	\$50.00	\$50.00
TiVo Remote Control Purchase (Replacement)	\$10.00	\$15.00
Cinemax Package (monthly)	\$14.25	\$14.25
HBO Package (monthly)	\$17.25	\$17.25
Showtime Package (monthly)	\$14.25	\$14.25
Starz/Encore Package (monthly)	\$14.25	\$14.25
Foreign Language Channels (monthly)	\$10-\$15	\$10-\$15
Adult (PBC) Channel (monthly)	\$15.00	\$15.00
Adult Pay-Per-View (Per Event)	\$9.00	\$9.00
Power Cords (Replacement, Lost/Stolen)	\$15.00	\$15.00
HD Converter Recovery Fee (Lost/Stolen)	\$55.00	\$60.00
Digital Set Top Box/HD Recovery Fee (Lost/Stolen)	\$250.00	\$100.00

	Fee Increase
	Fee Decrease

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STAFF REPORT

DATE: June 17, 2019
FOR: GRF Media and Communications Committee
SUBJECT: Marketing and Communications Activities Report May 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 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 1 and 9 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.

The Village Docent Tour Program is offered as marketing outreach to prospective Residents looking to learn more about the Community. In May, MarComm held the first dedicated docent tour for real estate agents, which allows real estate professionals to tour the Community separately from prospective Residents. Also in May, a Resident-only docent tour was offered for Residents who wish to become more familiar with the Community. Additionally, the first quarterly dinner meeting with Docents was held at Restaurant 19. This provided Staff and Docents to discuss the program and identify ongoing improvements to representing the Village to prospective Residents.

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. Third Mutual had 10 Residents in attendance in May. United Mutual's May NRO was canceled to encourage Residents to attend the I-5/EI Toro Road Interchange Project meeting at the PAC, which was scheduled for the same day.

VMS MarComm Staff continues to proactively engage, inform and share vital information with Residents. The attached report presents engagement efforts in May 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. In the month of May, MarComm tracked **30 designed projects** through Trello.

Regular publications put out by the MarComm team in May 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)
- What's Up in the Village (Friday eblast): 5 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 May include:

- Developed a targeted communication to Residents in the area where a rabid bat was found in the Village, including information on what to do if you find a sick bat or other wild animal.
- 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.
- Publicized weekend Community Center closure May 11 and 12 to replace HVAC.
- Reached out to El Toro Water District for a comment about the water-quality study published by many news outlets.

- Kept Residents informed about ongoing gate construction, including adjusted hours and maps of alternate gates.
- Shared photos of the new ivy green indoor/outdoor carpet for the bocce courts.
- Shared photos and information about the new pistache tree planted at Clubhouse 1 for Arbor Day.
- Clarified the procedure for requesting gate clearance for ride services, food delivery.
- Publicized Memorial Day ceremony at the PAC featuring the All-American Boys Chorus, U.S. Marine Corps, American Legion.
- Notified Residents about Memorial Day holiday hours for Village facilities via Community Center and Clubhouse signage and What's Up in the Village Friday eblast.
- Publicized the annual spring horse show.
- Reported on the success of the 7th annual art affair.
- Announced the 16th annual Village Games winners.
- Promoted the PAC 2019 Celebrity Series.
- Publicized the Disaster Preparedness Task Force CPR/AED Class.
- Publicized town hall meeting to address Village polling centers changes.
- Announced the 2019 dry rot repair program to begin in Third in June.
- Provided updates about Third and United's shepherd's crook fencing.
- Notified Residents about the planned deletion of the Channel 3 analog guide (users need an HD device to get the new iGuide).
- Shared coyote safety tips.
- Kept Residents apprised of pool maintenance closures and pool schedules via Community-wide communications channels, as well as targeted email blasts to frequent pool users.
- Continued promotion of CodeRED registration.
- Recycling and bulky-item pickups.

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

- Collaborated with Recreation to organize and publicize I-5/EI Toro Road Interchange Project meeting at the PAC May 8.
- Worked with the Laguna Woods Art Association to install close to 60 new paintings from Resident artists in the Community Center; organized a kick-off reception for the artists in the Community Center.
- Organized and publicized two meet and greet receptions for potential candidates for United and Third board elections to be held in June.
- Collaborated with Recreation and the Thrive Task Force to organize and publicize a reception to launch the Village Centenarian Project to be held in June.
- Notified real estate professionals about the new signage templates and rules.
- 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.
- Press relations, including disseminating press releases to the *Globe*.

- Proofed and formatted VMS Director budget PowerPoint presentations for Ernesto Munoz.

Several large projects have been completed:

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

FINANCIAL ANALYSIS

None.

Prepared By: Eileen Paulin, Marketing and Communications Manager
Becky Jackson, Public Relations Specialist
Jackie Brown, Marketing Content Editor

Reviewed By: Siobhan Foster, COO

Docent Tour Report, May 2019

Date	Attendance	Residents	Visitors	Web	Friend	Agent	Other
5/2/2019	15	3	12	4	0	0	9
5/9/2019	18	1	17	6	1	7	3
5/16/2019	22	2	20	6	1	4	8
5/23/2019	19	3	16	2	1	0	11
5/25/2019	22	8	14	3	0	0	11
	96	17	79	21	3	11	42

New Resident Orientation Report, May 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	18	Blackwell
Wednesday, May 08, 2019	0	Canceled
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		Tornig
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	Canceled
Wednesday, April 17, 2019	21	Parsons
Friday, May 17, 2019	10	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	108	

Workflow Report, May 2019

Recreation	
Yogalates REC	
Chair Exercise REC	
Jazz Dance With Patty Cruz	
Memorial Day Ceremonies	
Ballroom Dance	
90s luncheon	
Fitness with Janet Gilliam	
Timeless Melodies Ladies of Song	
Chi Kung Class	
Rec Monthly Dinners	
Painting Class with Penni Rubin	
CPR/AED Class Flyer	
Battle of the Fitness Centers	
Father's Day Buffet	
Jewelry Class June 2019 REC	
Pour and Paint (June, July) w Penni Rubin	
Celeb Series Flyer Dennis Tufano	
June 2019 Rec Blast	
Laguna Woods Armed Forces Adoption Committee Flyer	
Boot Camp REC	
Human Resources	
Employee Newsletter	
Marketing and Communications	
May 2019 Breeze	
Village Real Estate Signs (additional versions)	
5-31-19 Blast	
VMS Logos for Dayforce	
5-24-19 Blast	
5-17-19 Blast	
5-10-19 Blast	
5-3-19 Blast	
Maintenance and Construction	
Web Maintenance Report for May, 2019	
Transportation	
June 2019 Transportation NL	
Village Television	
TV6 Guide Proofing	
Security	
Found Property Log May 3, 2019	
Found Property Log May 21, 2019	
Board Relations	
Board of Directors Handbook	
Landscape	
Landscape Projected Activities Log May 6-10	
Landscape Projected Activities Log May 13-17	
Landscape Projected Activities Log May 20-24	
Landscape Projected Activities Log May 27-31	

iContact Report, May 2019

Date	Title	Contacts	Open	Bounce	No Info.	Clicks	Smartphone	Tablet	Computer	Unsubscribe	Complained
5/3/2019	Real Estate Signs	665	27.8%	7.8%	65.0%	12.0%	30.0%	7.0%	63.0%	2	0
5/3/2019	What's Up	12,285	46.2%	0.4%	53.5%	18.0%	35.0%	24.0%	41.0%	6	0
5/9/2019	Village Breeze	12,268	45.9%	0.4%	53.8%	25.0%	36.0%	24.0%	41.0%	6	0
5/10/2019	PT Employee HB	22	40.9%	0.0%	59.1%	36.0%	0.0%	0.0%	100.0%	0	0
5/10/2019	FT Employee HB	174	60.3%	0.0%	39.7%	41.0%	2.0%	0.0%	98.0%	0	0
5/10/2019	Garden Center	76	53.9%	0.0%	47.4%	0.0%	44.0%	36.0%	20.0%	0	0
5/10/2019	Pool Update	81	81.5%	4.9%	13.6%	21.0%	44.0%	21.0%	35.0%	0	0
5/10/2019	What's Up	12,176	45.6%	0.4%	54.1%	22.0%	35.0%	24.0%	41.0%	8	0
5/17/2019	What's Up	12,138	45.9%	0.4%	53.8%	21.0%	37.0%	26.0%	37.0%	12	3
5/24/2019	Realtor Reminders	510	37.5%	3.5%	59.8%	9.0%	36.0%	8.0%	56.0%	1	0
5/24/2019	What's Up	12,168	46.3%	0.4%	53.5%	21.0%	36.0%	25.0%	40.0%	10	1
5/25/2019	Aquatic Schedule	75	85.3%	0.0%	14.7%	51.0%	29.0%	29.0%	42.0%	0	0
5/29/2019	Easy Rider	11,927	39.1%	0.4%	60.7%	13.0%	37.0%	23.0%	40.0%	12	1
5/29/2019	Pool 4 Closed	75	80.0%	0.0%	20.0%	11.0%	57.0%	19.0%	24.0%	0	0
5/30/2019	Recreation Events	11,922	40.9%	0.4%	58.9%	22.0%	38.0%	24.0%	38.0%	9	1
5/31/2019	What's Up	12,150	42.3%	0.4%	57.4%	17.0%	37.0%	25.0%	38.0%	5	1