



**GOLDEN RAIN FOUNDATION MEDIA AND COMMUNICATIONS COMMITTEE**

**Monday, July 15, 2019 - 1:30 PM**  
**Laguna Woods Village Community Center Board Room 24351 El Toro Road**

**NOTICE OF MEETING AND AGENDA**

- 1. Call to Order**
- 2. Acknowledgement of Media**
- 3. Approval of the Agenda**
- 4. Approval of Meeting Report – Monday, June 17, 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, August 19 at 1:30 p.m.**
- 12. Adjournment**

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OPEN MEETING  
THE GOLDEN RAIN FOUNDATION  
MEDIA AND COMMUNICATIONS COMMITTEE  
Monday, June 17, 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 Annie McCary, Pat English, Annette Sabol Soule, Maggie Blackwell, Lynn Jarrett, Elsie Addington, Ryna Rothberg, Advisers Steve Carman Lucy Parker and Sheila Bialka
- MEMBERS ABSENT:** None
- OTHERS PRESENT:** Juanita Skillman—United, Roy Bruninghaus—Third, Richard Rader—VMS and Diane Phelps—GRF
- STAFF PRESENT:** Eileen Paulin, Chuck Holland, Ellyce Rothrock and Becky Jackson

1. **Call to Order**  
Chair Joan Milliman called the meeting to order at 1:32 p.m.
2. **Acknowledgement of Media**  
No media present.
3. **Approval of the Agenda**  
Agenda was approved.
4. **Approval of Meeting Report from May 17, 2019**  
Chair Joan Milliman noted changes for the Report dated May 17, 2019:
  - Page 2, item # 8, paragraph 2, line 5 insert "Prime Ticket" after Fox Sports Net
  - Page 2, item # 8, paragraph 2, line 1 insert "GRF Board" after Staff Report for the June

With the above changes, the Report from May 17, 2019 was approved.
5. **Chair's Remarks**  
Chair Milliman stated that next month GRF will vote on the elimination of Fox Sports Net Prime Ticket and Fox Sports Net West. Comments can be submitted to Catherine.laster@vmsinc.org.

Chair Milliman commented on rumors in the Globe and internet and recommended that

Residents check the facts first. She suggested obtaining facts through the YouTube channel, resolutions, agenda packets and the LWV website. She reminded everyone about the candidate information receptions in the Board Room: United Laguna Woods Mutual, on Tuesday, June 18 from 5 to 6:30 p.m. and Third Laguna Hills Mutual, Thursday, June 27 at 4 to 5:30 p.m. For questions contact Becky Jackson at 949-597-4678.

**6. Member Comments (Items not on the Agenda)**

Andy Triplett 852-N was called to speak and asked about the cable cards and the reason for the monthly fee.

Mary Wall 239-D was called to speak and asked about removal of the Channel 3 guide. She wanted a more thorough breakdown of equipment replacement and advertisers from the Staff Report.

Nancy Platka 5061 was called to speak and she asked that the elimination of Fox Sports Net Prime Ticket and Fox Sports Net West be reconsidered.

Dr. Lois Rubin 5509-B was called to speak and she asked that the removal of the Channel 3 guide be reconsidered.

Maxine McIntosh 68-C was called to speak and asked if you can use the adapter with a set top box and how is the payment process made?

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

Chuck Holland addressed the question about cable cards and explained that the monthly fee is to be in compliance with encrypting content for broadcast. The benefit of a cable card is that it makes more than 300 channels available. Pricing is per manor. Mr. Holland gave a background of the decision of the monthly charges of cable card fees stating the numbers were brought to committee and approved.

Mr. Holland addressed the members with a presentation that included:

- Facts about Broadband Services
- The cost comparison of cable services in the Village versus the nearest competitor
- The Channel 3 analog television guide and how it was no longer supported by the television industry
- Benefits of high definition which included the increase in channels and a simpler experience
- Describing analog
- The federal law to cease analog broadcasts
- The digital interactive guide
- Set-top devices

Mr. Holland answered Ms. McIntosh stating that equipment is billed monthly.

## **REPORTS:**

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

Mr. Holland presented contract renewals describing NCTC contracts. He told members to send comments to GM@vmsinc.org. He reviewed subscriber counts, set-top boxes, Pay-TV, international channels and high speed data. He also gave an overview of the Proforma Broadband Services Summary of Operations which includes: Revenues, Broadband Services, Employee Compensation, Materials and Supplies, Utilities, Legal Fees, Outside Services, Repairs and Maintenance, Taxes, Copyright/Franchise Fees and uncollectible accounts.

Jon Pearlstone presented a report titled Broadband Services Financial Highlights 2019. He suggested acquiring more revenue from advertisement in lieu of using assessment funds.

#### **8a. Collection Policy for Broadband Services**

Mr. Holland discussed the Collection Policy for Broadband Services. The new policy incorporates a suspension of premium channels with no need for further Board approval after sixty (60) instead of the original ninety (90) days of delinquency. A \$10 late fee for each subsequent thirty (30) days of delinquency will also be added. This Collection Policy includes when Members are delinquent in payment of their premium channel and/or equipment rental charges.

Chair Milliman entertained a motion to shorten the time to suspend premium channel services from 90 to 60 days after delinquency and to approve the revised Collection Policy for Broadband Services. Director Ryna Rothberg made a motion to suspend premium channel services from 90 to 60 days after delinquency and to approve the revised Collection Policy for Broadband Services; Director Lynn Jarrett seconded the motion. Motion to suspend premium channel services from 90 to 60 days after delinquency passed unanimously and will be taken before the GRF Board Meeting Tuesday, July 2, 2019.

#### **8b. Proposed 2020 Fees for Broadband Services**

Mr. Holland reported on the proposed fees noting changes in installation fees, remote controls and equipment replacement. Tivo Box line item was not present in the report.

Chair Milliman entertained a motion to pass the changes in the Proposed 2020 Fee Structure. Director Jarrett made a motion to pass the Proposed 2020 Fee Structure; Director Annie McCary seconded the motion. Motion to pass the Proposed 2020 Fee Structure was passed unanimously and will be taken before the GRF Board Meeting Tuesday, July 2, 2019.

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

Eileen Paulin updated committee on highlights:

- Animal control
- Centenarian Project
- Community Center closure

- Crisis management
- Docent tours and Realtor tours
- Elections and meet and greets
- Email lists
- Events
- Gate construction
- iContact
- Maintenance and construction
- New Resident Orientations
- Newsletters
- Notifications
- OC Registrar of Voters presentation
- Real estate conformity
- Resident Portal
- Upcoming census
- Waste management

Dick Radar 270-P stated he had received a complaint of notices going out without dates and asked to have a date on all publications.

Ms. Paulin responded that dates are on all MarComm correspondence and asked Mr. Rader to specify what publications he was talking about so she can assist.

#### **ITEMS FOR DISCUSSION AND CONSIDERATION:**

#### **ITEMS FOR FUTURE AGENDAS:**

#### **CONCLUDING BUSINESS:**

##### **10. Committee Member Comments**

Advisor Sheila Bialka asked that we give out the Village TV guide on the Docent Tour.

Advisor Steve Carman commented on Sling TV.

Advisor Lucy Parker complimented the MarComm Staff on the restructuring of What's Up in the Village.

Director Elsie Addington commented on the third Saturday of the month bulky item pickup, by 9 a.m.

Director Pat English applauded Mr. Holland for his knowledge and patience.

Director Annette Sabol Soule talked about the \$7.95 equipment rental fee.

Director McCary reminded everyone about the June 27 candidate information reception for Third Mutual.

Director Jarrett expressed concern in regards to communication about the removal of the two channels.

Director Rothberg also commented on the \$7.95 equipment rental fee.

Mr. Holland commented on the share cost portion of cable, stating it will go from 19 to 13 per month. This does not mean the assessments will go down.

Ms. Paulin let the committee know there is a marketing and communications plan already underway for the elimination of Fox Sports Net Prime Ticket and Fox Sports Net West.

Chair Milliman thanked everyone for a great meeting.

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

**12. Adjournment**

Meeting was adjourned at 3:32 p.m.

  
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Joan Milliman, Chair  
Media and Communications Committee

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## **STAFF REPORT**

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**DATE:** July 15, 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, 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, Chief Information Officer, will be providing Broadband Services updates on an ongoing basis.

1. Contract Renewals
2. Subscriber Counts
3. Proforma Operating Statements
4. HD Conversion Update

**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
<b>Subscriber Counts</b>							
Digital Subscribers	6,128	6,256	6,379	6,634	6,657	6,657	6,657
<b>Set-Top Boxes</b>							
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
<b>Pay-TV</b>							
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
<b>International Ch.</b>							
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
<b>High Speed Data</b>							
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  
6/30/2019**

	<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:						
<b>Merchandise Sales</b>						
41503500 - Merchandise Sales - Broadband	\$12,156	\$0	\$0	\$0	\$12,156	\$12,498
<b>Total Merchandise Sales</b>	<b>12,156</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>12,156</b>	<b>12,498</b>
<b>Clubhouse Rentals and Event Fees</b>						
42502500 - Clubhouse Event Fees - Non Residents	515	0	0	0	515	0
<b>Total Clubhouse Rentals and Event Fees</b>	<b>515</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>515</b>	<b>0</b>
<b>Broadband Services</b>						
45001000 - Ad Insertion	0	0	294,819	0	294,819	324,996
45001500 - Premium Channel	186,669	0	0	0	186,669	249,996
45002000 - Cable Service Call	59,335	0	0	0	59,335	75,000
45002500 - Cable Commission	36,981	0	0	0	36,981	24,996
45003000 - High Speed Internet	0	0	0	793,124	793,124	799,998
45003500 - Equipment Rental	889,540	0	0	8,400	897,940	860,496
45004000 - Video Production	0	21,793	0	0	21,793	27,498
45004500 - Video Re-Production	0	994	0	0	994	1,248
45005000 - Message Board	0	9,800	0	0	9,800	9,498
45005500 - Advertising	0	24,092	0	0	24,092	21,246
<b>Total Broadband Services</b>	<b>1,172,525</b>	<b>56,678</b>	<b>294,819</b>	<b>801,524</b>	<b>2,325,547</b>	<b>2,394,972</b>
<b>Miscellaneous</b>						
47001500 - Late Fee Revenue	3,042	0	0	0	3,042	4,998
49009000 - Miscellaneous Revenue	123	0	395	0	518	0
<b>Total Miscellaneous</b>	<b>3,165</b>	<b>0</b>	<b>395</b>	<b>0</b>	<b>3,560</b>	<b>4,998</b>
<b>Total Non-Assessment Revenue</b>	<b>1,188,361</b>	<b>56,678</b>	<b>295,214</b>	<b>801,524</b>	<b>2,341,778</b>	<b>2,412,468</b>
Expenses:						
<b>Employee Compensation</b>						
51011000 - Salaries & Wages - Regular	285,390	188,015	114,596	5,699	593,700	654,266
51041000 - Wages - Overtime	8,407	1,966	1,365	18	11,756	2,850
51061000 - Holiday & Vacation	27,561	16,504	3,865	459	48,390	49,043
51071000 - Sick	8,509	1,590	799	171	11,068	20,005
51091000 - Missed Meal Penalty	186	648	25	13	872	870
51101000 - Temporary Help	0	0	0	0	0	498
51981000 - Compensation Accrual	(783)	89	(260)	(32)	(985)	1,746
<b>Total Employee Compensation</b>	<b>329,270</b>	<b>208,812</b>	<b>120,390</b>	<b>6,328</b>	<b>664,800</b>	<b>729,278</b>
<b>Compensation Related</b>						
52411000 - F.I.C.A.	24,330	15,252	8,870	481	48,932	55,334
52421000 - F.U.I.	493	270	84	6	854	1,474
52431000 - S.U.I.	3,783	2,068	644	48	6,544	6,848
52451000 - Workers' Compensation Insurance	24,855	18,528	1,590	403	45,376	20,389
52461000 - Non Union Medical & Life Insurance	32,203	22,901	5,759	769	61,632	72,495
52481000 - Non-Union Retirement Plan	7,579	6,812	4,826	0	19,217	28,045
52981000 - Compensation Related Accrual	(4,762)	(3,241)	(439)	(101)	(8,543)	798
<b>Total Employee Compensation and Related</b>	<b>88,482</b>	<b>62,588</b>	<b>21,333</b>	<b>1,606</b>	<b>174,010</b>	<b>185,383</b>
<b>Materials and Supplies</b>						
53001000 - Materials & Supplies	20,935	4,775	1,254	6	26,970	23,640
53004000 - Freight	2,718	21	17	0	2,755	750
<b>Total Materials and Supplies</b>	<b>23,653</b>	<b>4,795</b>	<b>1,271</b>	<b>6</b>	<b>29,725</b>	<b>24,390</b>
<b>Utilities and Telephone</b>						
53301000 - Electricity	59,530	0	0	0	59,530	63,200
<b>Total Utilities and Telephone</b>	<b>59,530</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>59,530</b>	<b>63,200</b>
<b>Legal Fees</b>						
53401500 - Legal Fees	0	0	0	0	0	1,248
<b>Total Legal Fees</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1,248</b>
<b>Outside Services</b>						
53601500 - Credit Card Transaction Fees	35,402	0	3,710	0	39,112	29,496

**Golden Rain Foundation of Laguna Woods  
Proforma Broadband Services Summary of Operations  
6/30/2019**

	<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	2,946
53704000 - Outside Services	232,538	36,632	1,275	0	270,446	259,200
<b>Total Outside Services</b>	<b>267,940</b>	<b>36,632</b>	<b>10,885</b>	<b>0</b>	<b>315,458</b>	<b>291,642</b>
<b>Repairs and Maintenance</b>						
53701000 - Equipment Repair & Maint	2,540	0	0	0	2,540	22,356
<b>Total Repairs and Maintenance</b>	<b>2,540</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2,540</b>	<b>22,356</b>
<b>Other Operating Expense</b>						
53801000 - Mileage & Meal Allowance	14	0	1,889	0	1,903	2,052
53801500 - Travel & Lodging	449	359	6	90	904	2,748
53802000 - Uniforms	931	0	0	0	931	996
53802500 - Dues & Memberships	1,610	0	0	0	1,610	1,518
53803000 - Subscriptions & Books	0	0	0	0	0	48
53803500 - Training & Education	0	1,175	0	0	1,175	750
53901500 - Volunteer Support	0	0	0	0	0	48
54502500 - Cable Promotions	0	0	994	0	994	1,746
<b>Total Other Operating Expense</b>	<b>3,004</b>	<b>1,534</b>	<b>2,889</b>	<b>90</b>	<b>7,516</b>	<b>9,906</b>
<b>Property and Sales Tax</b>						
54301500 - State & Local Taxes	874	71	0	0	946	96
54302000 - Property Taxes	9	7	0	2	19	0
<b>Total Property and Sales Tax</b>	<b>884</b>	<b>79</b>	<b>0</b>	<b>2</b>	<b>965</b>	<b>96</b>
<b>Cable Programming/Copyright/Franchise</b>						
54501000 - Cable - Programming Fees	2,409,939	0	0	0	2,409,939	2,299,998
54501500 - Cable - Copyright Fees	29,637	0	0	0	29,637	27,498
54502000 - Cable - City of Laguna Woods Franchise Fees	131,210	2,836	21,582	0	155,629	133,746
<b>Total Cable Programming/Copyright/Franchise</b>	<b>2,570,786</b>	<b>2,836</b>	<b>21,582</b>	<b>0</b>	<b>2,595,204</b>	<b>2,461,242</b>
<b>Uncollectible Accounts</b>						
54602000 - Bad Debt Expense	5,370	0	0	0	5,370	12,618
<b>Total Uncollectible Accounts</b>	<b>5,370</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5,370</b>	<b>12,618</b>
<b>Total Expenses</b>	<b>3,351,459</b>	<b>317,277</b>	<b>178,351</b>	<b>8,032</b>	<b>3,855,118</b>	<b>3,801,359</b>
<b>Net Revenue/(Expense)</b>	<b>(\$2,163,098)</b>	<b>(\$260,598)</b>	<b>\$116,864</b>	<b>\$793,492</b>	<b>(\$1,513,340)</b>	<b>(\$1,388,891)</b>

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## **STAFF REPORT**

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**DATE:** July 15, 2019  
**FOR:** GRF Media and Communications Committee  
**SUBJECT:** Marketing and Communications Activities Report June 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 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 as well as Maintenance and Construction were underway during the closures of Gates 4, 10 and 14 with signage and frequent updates in the What's Up in the Village Friday eblast. MarComm provided signage placed at the approach to both gates prior to the closures, directing Residents to alternative gates. MarComm also produced a detour map to alternative gates that was available at all Gate Houses, 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 June, 100 guests as well as 33 Residents attended Docent Tours of the Village. 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. In June, Third Mutual had 26 Residents in attendance at New Resident Orientation and United had 37 Residents in attendance.

MarComm Staff continues to proactively engage, inform and share vital information with Residents. The attached report presents engagement efforts in June 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 June, MarComm tracked 24 designed projects through Trello.

Regular publications completed by the MarComm team in June 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): Four editions

The weekly What's Up in the Village Friday eblast and monthly issue of the Village Breeze are distributed through iContact. In addition, 550 print copies of the Village Breeze are distributed at the library, clubhouses, The Towers and 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 reducing 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 June include:

- Publicized Centenarian Project launch reception.
- Notified Residents about planned asphalt crack repair work throughout the Village.
- Publicized Board of Directors elections for Third and United.
- Informed Residents about the temporary Woodshop closure due to construction.
- Publicized the Village Fourth of July Celebration and holiday hours schedule for Thursday, July 4.
- Informed Residents about the new electric vehicle charging stations being installed in the Community Center parking lot and related construction.
- Kept Residents informed about ongoing gate construction, including adjusted hours and maps of alternate gates.
- Shared news and photos of new chairs in the Village Library.
- 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.
- Informed Residents about GRF's proposed nonrenewal of two sports cable channels.
- Informed Residents about GRF's vote regarding 2020 fees.
- Publicized United Mutual's decision to end the handyman pilot program.
- Shared warm weather safety tips.
- Publicized Kids Summer Splash Days.



- 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.
- Informed Residents about household hazardous waste disposal and sharps waste disposal services offered through the city.

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

- Published a memorial to Third Board Director Jack Connelly in the What's Up in the Village Friday eblast.
- Organized and publicized two meet-and-greet receptions for potential candidates for United and Third board elections.
- Proofed and formatted board application packets for Third and United.
- Collaborated with Recreation and the Thrive Task Force to organize and publicize a reception to launch the Village Centenarian Project.
- 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 M&C Operating and Reserves Budget PPT presentations for United and Third (four total), Broadband's channel guide presentation to GRF MACC and Lisa Bender's Marketing and Communications presentation for VMS.

Several large projects have been completed:

- Third Fumigation Packet
- Board of Directors' Handbook—all-boards version

## **FINANCIAL ANALYSIS**

None.

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**Reviewed By:** Siobhan Foster, COO

### Docent Tour Report, June 2019

Date	Attendance	Residents	Visitors	Web	Friend	Agent	Other
6/6/2019	22	1	21	5	2	0	14
6/13/2019	15	5	10	0	1	0	9
6/20/2019	22	0	22	2	0	9	11
6/22/2019	22	4	18	5	3	0	8
6/27/2019	19	1	15	5	0	0	10
Res. Tour		22					
	100	33	86	17	6	9	52

### New Resident Orientation Report, June 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	0	<b>Canceled</b>
Friday, June 07, 2019	37	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	107	
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	10	Bruninghaus
Wednesday, June 19, 2019	26	Pearlstone
Friday, July 19, 2019		Frankel
Wednesday, August 21, 2019		McCary
Friday, September 20, 2019		diLorenzo
Wednesday, October 16, 2019		Parsons
Friday, November 15, 2019		Carpenter
Wednesday, December 18, 2019		Pearlstone
Total YTD	134	

### Workflow Report, June 2019

Recreation	Maintenance and Construction
Stevie Nicks Illusion	M&C Operating Budget PPT for United
Moroccan Buffet	M&C Operating Budget PPT for Third
Summer Splash	M&C Reserves Budget PPT for United
Centenarian Project	M&C Reserves Budget PPT for Third
Woodshop Supervisor's Guidelines	Web Maintenance Report for July, 2019
Dennis Tufano	Transportation
Ageless Ballet with Mia Alicea	Easy Rider Newsletter
Tai Chi	Village Television
Hula	TV6 Guide Proofing
Fourth of July 2019	Security
BBQ Buffet	Found Property Log June 10, 2019
Farmer's Market	Board Relations
Timeless Melodies Jewish Songwriters	VMS PPT
Village Polling Meeting	United Candidate Packet
Stressless Meditation	Third Candidate Packet
July 2019 Recreation Blast	Landscape
Garden Center Newsletter	2019 Landscape Activities 6-3-19
Monthly Dinners	2019 Landscape Activities 6-10-19
Janet's Chair Exercise Class	2019 Landscape Activities 6-17-19
Rec Pour and Paint	2019 Landscape Activities 6-24-19
Recreation Print Calendar	MISC
Afternoon Tea Party	Move in/Move out Flyer
Marketing and Communications	Human Resources
June 2019 Village Breeze	ENL June/July 2019
6-28-19 Blast	
6-21-19 Blast	
WLWV Map Gate Construction	
Channel Guide PPT to GRF MACC	
6-14-19 Blast	
6-7-19 Blast	

### iContact Report, June 2019

Date	Title	Contacts	Open	Bounce	No Info.	Clicks	Smartphone	Tablet	Computer	Unsubscribe	Complained
6/3/2019	Pool 1 Closure	77	76.6%	0.0%	23.4%	12.0%	41.0%	18.0%	41.0%	0	0
6/6/2019	Pool 2 Closure	77	63.6%	0.0%	36.4%	5.0%	42.0%	24.0%	34.0%	0	0
6/7/2019	Garden Center	76	57.9%	0.0%	43.4%	0.0%	45.0%	30.0%	25.0%	0	0
6/7/2019	What's Up	12,153	45.3%	0.4%	54.3%	21.0%	37.0%	24.0%	39.0%	10	1
6/10/2019	Escrow & Real Es.	525	49.9%	0.6%	50.5%	24.0%	23.0%	5.0%	72.0%	2	0
6/11/2019	Breeze	12,579	45.3%	0.4%	54.4%	25.0%	34.0%	23.0%	43.0%	10	1
6/11/2019	Pool 2 Closure	145	66.9%	0.0%	33.8%	8.0%	48.0%	20.0%	32.0%	0	0
6/11/2019	Pool 1 Closure	145	65.5%	0.0%	35.2%	11.0%	44.0%	18.0%	39.0%	0	0
6/13/2019	Farmers Market	347	58.5%	0.0%	41.8%	0.0%	41.0%	26.0%	33.0%	0	0
6/14/2019	ENL-June/July	250	41.2%	0.0%	58.8%	30.0%	3.0%	2.0%	95.0%	0	0
6/14/2019	Garden Center	76	63.2%	0.0%	38.2%	0.0%	36.0%	52.0%	13.0%	0	0
6/14/2019	What's Up	12,130	45.2%	0.4%	54.5%	20.0%	36.0%	27.0%	37.0%	6	0
6/14/2019	Pool 1 Reopen	130	65.4%	0.0%	34.6%	14.0%	51.0%	23.0%	26.0%	0	0
6/21/2019	What's Up	12,122	45.7%	0.4%	54.0%	25.0%	36.0%	25.0%	39.0%	8	2
6/25/2019	Easy Rider	11,881	38.7%	0.3%	61.1%	13.0%	35.0%	23.0%	43.0%	9	0
6/26/2019	Recreation Events	11,878	41.6%	0.4%	58.1%	22.0%	38.0%	21.0%	41.0%	11	1
6/28/2019	Garden Center NL	347	54.5%	0.0%	45.8%	19.0%	43.0%	29.0%	28.0%	0	0
6/28/2019	What's Up	12,099	41.0%	0.4%	58.7%	19.0%	38.0%	24.0%	38.0%	7	0