



THE GOLDEN RAIN FOUNDATION MEDIA AND COMMUNICATIONS COMMITTEE

Monday, September 16, 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, August 19, 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, October 21 2019**
- 12. Adjournment**

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OPEN MEETING

THE GOLDEN RAIN FOUNDATION
MEDIA AND COMMUNICATIONS COMMITTEE

Monday, August 19, 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, Roy Bruninghaus, Elsie Addington, Ryna Rothberg, Advisers Steve Carman, Sheila Bialka and Lucy Parker

MEMBERS ABSENT: None.

OTHERS PRESENT: Juanita Skillman - United, Lynn Jarrett - Third, Richard Rader - VMS and Diane Phelps - GRF

STAFF PRESENT: Eileen Paulin, Chuck Holland, Jackie Brown and Becky Jackson

1. Call to Order

Chair Joan Milliman called the meeting to order at 1:32 p.m.

2. Acknowledgement of Media

Paul Ortiz from Village Television was present.

3. Approval of the Agenda

Agenda was approved.

4. Approval of Meeting Report from July 15, 2019

Report was approved.

5. Chair's Remarks

Chair Milliman welcomed everyone and stated that the goals of the Media and Communications Committee are to get it out, to get it in, keep it clear and to keep it going. She also stated that the rules were meant for good and for everyone's protection, reiterating the mission to help find and communicate the rules.

6. Member Comments (Items not on the Agenda)

Diane Phelps (5587-A) was called to speak and reported that several residents had come to her with ideas for revenue. Ms. Phelps suggested a monthly forum from each mutual be published. She also inquired about the deletion of the Pickleball Club website.

Eileen Paulin reported the website deletion occurred when the webmaster received direction from Recreation to do so. IT is working to restore the site.

7. Director's and Staff Forum

REPORTS:

8. Broadband and Contracts Report - Chuck Holland

Chuck Holland described Village Television as a standalone channel, cable services and West Coast Internet with 9,920 subscribers. After describing the services, he provided a PowerPoint presentation with plans to increase bandwidth and a proposal to extend the contract currently in place in order to update the equipment. The presentation included:

Contract highlights:

- Multiyear contract with automatic renewal every five years
- Revenue split roughly 54/46 in favor of West Coast Internet
- 90-day termination for cause by either party

Service level agreement:

- Peak hours 5 p.m. - 1:59 a.m. - 99% uptime
- Off-peak hours 2 a.m.- 4:59 a.m. - 98% uptime
- Lengths of Contracts: Term 1: 2014-2021, Term 2: 2021-2026, Term 3: 2026-2031 and Term: 4 2031-2036

Service rates:

- Cable modem - \$65 (tax included)
- Modem installation - \$20
- Reactivation fee - \$20
- Modem and standalone wireless router - \$225 (tax/installation included)

Proposed \$2 per subscriber monthly fee increase:

- Tier 1: \$23.50 for 15MB to \$25.50 for 25MB
- Tier 2: \$28.50 for 30MB to \$30.50 for 50MB
- Tier 3: \$38.50 for 50MB to \$40.50 for 75MB
- Tier 4: \$48.75 for 100MB to \$51.75 for 150MB

Mr. Holland proposed a marketing campaign to introduce the benefits of increasing the speed, which will include TV commercials and email.

Chair Milliman put it up for a straw vote and it passed unanimously. It will be presented before the committee Monday, September 16, 2019, with a staff report for an official vote.

Mr. Holland continued with the contract extension highlights:

West Coast Internet is willing to invest approximately \$350k in head-end infrastructure

updates to future-proof internet services with the ultimate goal of providing up to 1GB internet speed by 2025. This does not include the outside cable infrastructure improvements that VMS staff is preparing to “split the nodes” and improve network capacity for 1GB speed.

Mr. Holland will put together a staff report for the committee Monday, September 16, 2019, describing the budget on splitting the nodes and extending the contract with West Coast Internet.

Mr. Holland provided his regular staff report, which included:

- 2019 contract renewals year-to-date
- 2019 subscriber counts year-to-date
- Proforma Broadband services summary of operations, which includes merchandise sales, clubhouse rentals, broadband services, miscellaneous revenue, employee compensation, compensation-related expenses, materials and supplies, utilities, legal fees, outside services, repairs and maintenance, operating expenses, property and sales taxes, cable programming, copyright fees, franchise fees and noncollectable accounts.

9. Marketing and Communications Report - Eileen Paulin

Ms. Paulin reported that both the Eblast and Recreation Event Calendar formats drive traffic to the website. She also described cost savings. She briefed the committee on docent tours, new resident orientations, workflow, iContact, CodeRED data entry and the transfer of the webmaster to in-house. Ms. Paulin covered the messages and topics that MarComm worked on in July, including:

- Organized and publicized an informational meeting about coyote awareness and safety presented by David Pietarila, animal services officer with the City of Laguna Beach.
- Informed residents how to report bee swarms and coyote sightings.
- Publicized the Village’s response to July 4 and 5 earthquakes.
- Notified residents about planned slope maintenance work in Third and United.
- Informed residents about new bocce ball shades installed on courtside benches.
- Publicized GRF meeting to explore alternative shared-cost models and revenue sources.
- Educated residents about United States Census Bureau field representatives in the Village.
- Promoted upcoming Recreation bus excursions and new reservation system.
- Publicized current bus route informational meeting.
- Reminded residents not to feed wild animals in the Village.
- Publicized the City of Laguna Woods dog park grand reopening.
- Reported about Blaze, the honorary equine centenarian.
- Informed residents about El Toro Water District’s upcoming planned retrofit construction.
- Publicized the Orange County Sheriff’s Department Coffee with a Cop event.
- Kept residents informed about ongoing gate construction, including adjusted hours and

maps of alternate gates.

- Hosted Assemblywoman Cottie Petrie-Norris for tour of the Village.
- Reported on the Village Library's 2019 Volunteer Appreciation Party.
- Publicized Third Mutual's 2020 Exterior Paint Palette.
- Promoted the PAC 2019 Celebrity Series.
- Publicized board of directors' elections for Third and United.
- 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.

- 10. Unauthorized Distribution of Publications and Marketing Materials - Eileen Paulin**
Ms. Paulin described GRF Resolution 90-15-17 and reported it has not been enforced, especially when it comes to outside phone books. She discussed the recommendations in her staff report. Ms. Paulin stated that MarComm is working on replacing the map that is distributed in Farmer's phone book.

Director Pat English asked about unsolicited junk mail.

Ms. Paulin suggested the National Clearing House.

Director Elsie Addington asked if the map will have golf cart routes on it and suggested having an in-house phonebook. She mentioned the unauthorized advertisements in the laundry rooms.

After discussion, Director Addington moved that staff further investigate how to enforce resolution 90-15-17 and come back to the committee with a recommendation. Seconded by Director Pat English. Motion passed 6-0, with one abstaining.

ITEMS FOR DISCUSSION AND CONSIDERATION:

ITEMS FOR FUTURE AGENDAS:

- Globe newspaper
- West Coast speed increase
- West Coast internet contract

CONCLUDING BUSINESS:

10. Committee Member Comments

Adviser Lucy Parker commented that it was an interesting meeting.

Adviser Steve Carman commented it was a good meeting.

Chair Milliman thanked everyone.

11. **Date of Next Meeting - Monday, September 16, 2019, 1:30 p.m. in the Board Room**

12. **Adjournment**

Meeting was adjourned at 3:38 p.m.



Joan Milliman, Chair
Media and Communications Committee

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STAFF REPORT

DATE: September 16, 2019
FOR: Media & Communication Committee
SUBJECT: Broadband Services Update

RECOMMENDATION

Receive and file report.

BACKGROUND

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

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

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

	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG
Subscriber Counts							
Digital Subscribers	6,634	6,657	6,627	6,622	6,692	6,726	6,773
Set-Top Boxes							
DVR's	6,076	6,060	6,017	5,616	5,889	5,829	5,832
Standard	711	697	687	674	653	642	624
HD Standard	2,068	2,068	2,069	2,086	2,069	2,067	2,052
TiVo MG2	191	218	228	277	299	336	360
TiVo Qi3	194	224	236	277	298	346	369
DTA	380	371	370	368	363	363	363
HD Converter's	764	796	828	843	882	941	1,028
Pay-TV							
HBO	914	912	940	932	920	915	913
Cinemax	124	124	122	118	119	117	116
Showtime	448	450	441	437	441	436	437
Starz/Encore	306	301	297	292	291	289	289
PBC	18	18	18	18	18	17	18
International Ch.							
TV Asia	2	2	2	2	2	2	2
CTI-Zhong Tian	14	14	13	14	14	15	15
The Filipino Channel	46	46	43	43	42	44	43
CCTV4	10	10	9	9	9	10	9
Channel One Russia	12	12	12	12	12	12	12
tvK	10	10	10	9	10	11	11
TV5Monde	27	27	26	26	27	27	26
RAI Italia	9	8	7	7	8	8	8
TV Japan	50	49	49	48	50	51	51
Total International	180	178	171	170	174	180	177
High Speed Data							
High Speed Data	9,934	9,934	9,944	9,966	9,899	9,920	9,950

**Golden Rain Foundation of Laguna Woods
Proforma Broadband Services Summary of Operations
8/31/2019**

	<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	\$17,646	\$0	\$0	\$0	\$17,646	\$16,664
Total Merchandise Sales	17,646	0	0	0	17,646	16,664
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	414,019	0	414,019	433,328
45001500 - Premium Channel	248,207	0	0	0	248,207	333,328
45002000 - Cable Service Call	81,218	0	0	0	81,218	100,000
45002500 - Cable Commission	61,855	0	0	0	61,855	33,328
45003000 - High Speed Internet	0	0	0	1,059,835	1,059,835	1,066,664
45003500 - Equipment Rental	1,197,423	0	0	11,200	1,208,623	1,147,328
45004000 - Video Production	0	28,343	0	0	28,343	36,664
45004500 - Video Re-Production	0	1,727	0	0	1,727	1,664
45005000 - Message Board	0	13,300	0	0	13,300	12,664
45005500 - Advertising	0	33,394	0	0	33,394	28,328
Total Broadband Services	1,588,702	76,764	414,019	1,071,035	3,150,520	3,193,296
Miscellaneous						
47001500 - Late Fee Revenue	4,185	0	0	0	4,185	6,664
49009000 - Miscellaneous Revenue	922	0	395	0	1,317	0
Total Miscellaneous	5,107	0	395	0	5,502	6,664
Total Non-Assessment Revenue	1,611,971	76,764	414,414	1,071,035	3,174,184	3,216,624
Expenses:						
Employee Compensation						
51011000 - Salaries & Wages - Regular	394,180	262,047	151,915	7,892	816,035	879,793
51041000 - Wages - Overtime	9,628	2,496	1,552	22	13,697	3,800
51061000 - Holiday & Vacation	38,598	24,847	5,369	677	69,491	65,977
51071000 - Sick	12,312	3,130	2,110	206	17,757	26,912
51091000 - Missed Meal Penalty	618	1,092	50	15	1,775	1,160
51101000 - Temporary Help	0	0	0	0	0	664
51981000 - Compensation Accrual	(13,294)	(6,821)	(2,185)	(273)	(22,574)	2,328
Total Employee Compensation	442,042	286,791	158,811	8,538	896,182	980,634
Compensation Related						
52411000 - F.I.C.A.	33,617	21,529	11,837	666	67,649	74,410
52421000 - F.U.I.	493	313	84	6	897	1,660
52431000 - S.U.I.	3,783	2,397	644	48	6,873	7,256
52451000 - Workers' Compensation Insurance	34,769	26,653	2,155	568	64,145	27,424
52461000 - Non Union Medical & Life Insurance	42,492	30,093	7,678	1,026	81,289	96,660
52481000 - Non-Union Retirement Plan	10,116	9,318	6,440	0	25,874	37,714
52981000 - Compensation Related Accrual	(6,465)	(4,296)	(888)	(134)	(11,783)	1,064
Total Employee Compensation and Related	118,807	86,008	27,949	2,180	234,944	246,188
Materials and Supplies						
53001000 - Materials & Supplies	24,605	5,867	1,403	6	31,881	31,420
53004000 - Freight	2,739	21	34	0	2,793	1,000
Total Materials and Supplies	27,343	5,888	1,437	6	34,674	32,420
Utilities and Telephone						
53301000 - Electricity	97,565	0	0	0	97,565	85,800
Total Utilities and Telephone	97,565	0	0	0	97,565	85,800
Legal Fees						
53401500 - Legal Fees	0	0	0	0	0	1,664
Total Legal Fees	0	0	0	0	0	1,664
Outside Services						
53601500 - Credit Card Transaction Fees	48,834	0	4,441	0	53,275	39,328
53602500 - Licensing Fees	0	0	5,900	0	5,900	3,928

**Golden Rain Foundation of Laguna Woods
Proforma Broadband Services Summary of Operations
8/31/2019**

	<u>Cable Television</u>	<u>TV6</u>	<u>Ad Insertion</u>	<u>Internet</u>	<u>YTD ACTUAL</u>	<u>YTD BUDGET</u>
53704000 - Outside Services	317,306	49,647	1,640	0	368,593	345,600
Total Outside Services	366,140	49,647	11,981	0	427,768	388,856
Repairs and Maintenance						
53701000 - Equipment Repair & Maint	2,917	0	0	0	2,917	29,808
Total Repairs and Maintenance	2,917	0	0	0	2,917	29,808
Other Operating Expense						
53801000 - Mileage & Meal Allowance	14	0	1,976	0	1,991	2,736
53801500 - Travel & Lodging	224	1,674	45	45	1,989	4,414
53802000 - Uniforms	1,287	0	0	0	1,287	1,328
53802500 - Dues & Memberships	2,147	0	0	0	2,147	2,024
53803000 - Subscriptions & Books	0	0	58	0	58	64
53803500 - Training & Education	0	1,175	31	0	1,206	750
53901500 - Volunteer Support	0	0	0	0	0	64
54502500 - Cable Promotions	0	0	1,338	0	1,338	2,328
Total Other Operating Expense	3,673	2,849	3,448	45	10,014	13,708
Property and Sales Tax						
54301500 - State & Local Taxes	1,269	124	0	0	1,393	128
54302000 - Property Taxes	9	7	0	2	19	0
Total Property and Sales Tax	1,279	132	0	2	1,412	128
Cable Programming/Copyright/Franchise						
54501000 - Cable - Programming Fees	3,215,999	0	0	0	3,215,999	3,066,664
54501500 - Cable - Copyright Fees	0	0	0	0	0	36,664
54502000 - Cable - City of Laguna Woods Franchise Fees	111,036	2,913	22,530	0	136,479	178,328
Total Cable Programming/Copyright/Franchise	3,327,035	2,913	22,530	0	3,352,477	3,281,656
Uncollectible Accounts						
54602000 - Bad Debt Expense	5,370	0	0	0	5,370	16,824
Total Uncollectible Accounts	5,370	0	0	0	5,370	16,824
Total Expenses	4,392,170	434,226	226,155	10,771	5,063,322	5,077,686
Net Revenue/(Expense)	(\$2,780,199)	(\$357,463)	\$188,259	\$1,060,264	(\$1,889,139)	(\$1,861,062)

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STAFF REPORT

DATE: September 16, 2019
FOR: GRF Media and Communications Committee
SUBJECT: Marketing and Communications Activities Report - August 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, communications projects, website management, analytics, Docent Tours, New Resident Orientations, Code Red enrollment, and more.

DISCUSSION

In August, MarComm assumed all webmaster posting duties, which had been previously handled by an outside contractor. All news, club content and governance posting will now be handled by MarComm. The website is an evolving information system that is updated daily by all departments and clubs. Previously, an outside contractor dedicated 15 hours a week to updating the site. Primary staff to acquire duties is Becky Jackson. In her absence Ellyce Rothrock and Jackie Brown are assigned these duties.

- Field Webmaster emails
- Post agendas and packets for board meetings, committee meetings and task force meetings
- Post minutes, resolutions and videos
- Manage Outlook calendar for meeting requests for rooms on the second floor and Board Room
- Manage Teamup calendar
 - Match Teamup with Outlook calendar for governance meetings
 - Link agendas and packets from the website
- Update website with:
 - Content
 - Documents
 - Maintenance and Landscaping schedules
 - Photos

- Correct, update and create html formatting
- Correct and create blocks
- Correct and update pages
- Create and update folders and child folders
- Update club listings
- Train clubs with their websites
- Post club events from Jot Form requests (Ellyce)

As of August 16, 2019, staff in the CEO's office is testing 9/80 work week. Due to the new schedule, Becky Jackson is providing coverage for the Executive Assistant in her absence. Below are the added duties.

- Field phone calls for COO
- Troubleshoot resident inquiries
- Assist Board of Directors with meetings
- Prepare and cleanup rooms for meetings
- Assist COO with various requests

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 continued during the closure of Gate 4 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 gatehouses, in Resident Services and on the Village website. A similar communications approach will be used with future gate closures. The gate RFID retrofit project was completed ahead of schedule in August.

The Village Docent Tour Program is offered as marketing outreach to prospective residents looking to learn more about the community. In August, 72 guests, 19 of which were real estate agents, as well as 39 residents attended Docent Tours of the Village. Docent Tours are now being offered in the new 2019 bus, which offers a more comfortable ride complete with air conditioning. Cold water is also being served on the bus to mitigate the heat. However, this bus seats 20 passengers compared to the 23 passengers that were accommodated on the previous bus.

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 August, Third Mutual had 24 residents in attendance at New Resident Orientation and United had 18 residents in attendance.

MarComm staff continues to proactively engage, inform and share vital information with residents. The attached report presents engagement efforts in August 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 August, MarComm tracked 51 projects through Trello.

Regular publications completed by the MarComm team in August include:

- Easy Rider Transportation Newsletter (print and eblast)
- Employee 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): Five editions

The weekly What's Up in the Village Friday eblast and monthly issue of the Village Breeze are distributed through iContact. In addition, 800 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 August include:

- Educated residents about bulky item pickup services available in the Village.
- Promoted upcoming Recreation bus excursions and new reservation system.
- Educated residents about using DwellingLive to register guests and print passes, and policy regarding the display of overnight parking passes.
- Promoted Fall Prevention Class Series offered by the Social Services Department the Foundation of Laguna Woods Village.
- Educated residents about water conservation and why it's so important in the Village.
- Notified residents about planned slope maintenance work in Third and United.
- Publicized estate sale policies.
- Kept residents informed about ongoing construction at Gate 4, including adjusted hours and maps of alternate gates.
- Educated residents about how the Village prepares for wildfire season.
- Publicized Disaster Preparedness Task Force CPR and first-aid training sessions.
- Shared low-speed vehicle (golf cart and golf car) safety reminders.

- Promoted the PAC 2019 Celebrity Series.
- Publicized Board of Directors elections for Third, United and GRF.
- Promoted the Village Earthquake Expo and earthquake safety tips.
- Promoted the Toll Roads Stick-and-Go Event at the PAC.
- Publicized city workshops and presentations of interest to Village residents.
- Informed residents about El Toro Water District's upcoming planned retrofit construction.
- Publicized Saddleback Emeritus class registration.
- Published Village facility Labor Day holiday hours and trash service delays.
- Publicized GRF meeting to explore alternative shared-cost models and revenue sources.
- 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.

Additionally, MarComm assisted other departments, staff, directors and outside agencies with the following projects in August:

- Worked with Transportation Corridor Agency with logistics, date and time to have their event. This includes insurance documentation, billing and collaborating with Security and PAC staff.
- Worked with Assemblywoman Cottie Petrie-Norris' staff to collaborate Senior Scam Stopper at PAC. This includes insurance documentation, billing and collaborating with Security and PAC staff.
- Contracted a new photographer Orange County Executive Portraits. Directors can go to the facility in Irvine at their convenience to have their headshot. They book with staff.
- Created a PowerPoint presentation for Eileen Paulin's presentation for VMS.
- Proofed and formatted board election materials for Third, United and GRF.
- 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*.

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, August 2019

Date	Guests	Residents	Visitors	Web	Friend	Agent	Other
Buyer Tour							
8/1/2019	17	0	17	10	0	2	5
8/8/2019	15	1	14	7	0	2	3
8/15/2019	18	0	18	10	0	0	8
8/24/2019	22	0	22	16	0	0	6
Resident Tour							
8/22/2019		19					
8/22/2019		19					
Real Estate Agent Tour							
8/29/2019	18						
Totals							
	72	39	71	43	0	4	22

New Resident Orientation Report, August 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	37	Addington
Wednesday, July 10, 2019	29	Randazzo
Friday, August 02, 2019	18	Armendariz
Wednesday, September 11, 2019		Addington
Friday, October 04, 2019		Margolis
Wednesday, November 13, 2019		Tornig
Friday, December 06, 2019		Skillman
Total YTD	154	
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	26	Pearlstone
Friday, July 19, 2019	19	Frankel
Wednesday, August 21, 2019	24	McCary
Friday, September 20, 2019		diLorenzo
Wednesday, October 16, 2019		Parsons
Friday, November 15, 2019		Carpenter
Wednesday, December 18, 2019		Pearlstone
Total YTD	177	

Workflow Report, August 2019

Recreation	CodeRED
Monday Night Football	Entered 142
Oct 2019 SND Flyer	Village Television
Godfathers of Rock (Celeb Series)	TV Guide Redesign
Sept/Oct PAC Calendar	Transportation
Sept. 2019 Rec Blast	Transportation NL
Patti Cruz Jazz Dance Update	Security
Makeup Class Update	Found Property Log 8-22-19
Timeless Melodies: Frank Sinatra	ShakeOut 2019 flyers, form, etc.
Pop Culture Line Dancing	Resident Services
Back in Time Car Show/Concert	Reformatting of Third Appl for Lease Permit
Dallas and Doll concert event 2019	Human Resources
August 2019 Breeze	Employee NL Sep2019
Survey Edits for Equestrian Center	Employee NL Aug2019
Janet Gilliam Exercise Class	Marketing and Communications
Golf Manager Safety Training PPT	New Village Map
Earthquake Expo 2019	8-9-19 What's Up in the Village
Penni Rubin Painting Class	Village Breeze
Kim Min Yoga Class	8-16-19 What's Up in the Village
Fall Prevention Workshop Flyer	8-23-19 Blast
Fall Prevention Workshop TV Slides	8-2-19 Blast
Village Bazaar Flyer	MarComm VMS Board Presentation
Rec Personal Trainer Cards update	Board Relations
Rec Sep Pour and Paint	Year-End Board Presentations
Rec EBlast Sep2019	United Budget Presentation
Garden Center NL Sep/Oct 2019	Edit/Proof GRF Election Packet
Steak Dinner Flyer REC	GRF Election Press Release
Landscape	Proof United and Third Election Pamphlets
Log 8-5 to 8-12-2019	Maintenance/Construction
Log 8-19 to 8-26-2019	GRF Maintenance Log 8-2019
Log 8-12 to 8-23-2019	Third Maintenance Log 8-2019
Log 8-26 to 9-2-2019	United Maintenance Log 8-2019
Webmaster	09- Web Maintenance Report for September
Uploaded 213	
Updated Club listing	

iContact Report, August 2019

Date	Title	Contacts	Open	Bounce	No Info.	Clicks	Smartphone	Tablet	Computer	Unsubscribe	Complained
8/1/2019	Pool 2 Lane Adj	182	69.2%	2.2%	28.6%	16.0%	32.0%	22.0%	46.0%	0	0
8/2/2019	What's Up	12,021	41.4%	0.4%	58.3%	22.0%	34.0%	25.0%	41.0%	9	3
8/6/2019	Employee NL	261	46.0%	0.4%	53.6%	37.0%	13.0%	1.0%	86.0%	1	0
8/9/2019	Breeze	12,018	44.4%	0.4%	55.3%	223.0%	35.0%	24.0%	41.0%	5	1
8/9/2019	What's Up	12,007	37.4%	0.4%	62.3%	19.0%	35.0%	26.0%	39.0%	5	2
8/12/2019	Rec Facility Close	11,764	45.7%	0.4%	54.0%	0.0%	42.0%	26.0%	32.0%	4	1
8/16/2019	What's Up	11,960	38.2%	0.4%	61.5%	21.0%	35.0%	24.0%	41.0%	4	1
8/21/2019	Pool 1 Schedule	192	67.2%	0.0%	33.3%	10.0%	27.0%	12.0%	61.0%	0	0
8/23/2019	What's Up	11,994	43.0%	0.4%	56.7%	21.0%	35.0%	23.0%	42.0%	7	0
8/24/2019	Rec Events Cal	11,736	40.7%	0.4%	59.0%	16.0%	39.0%	24.0%	37.0%	2	1
8/26/2019	Easy Rider	11,737	38.2%	0.4%	61.7%	12.0%	36.0%	25.0%	39.0%	4	0
8/29/2019	Garden Center NL	358	56.7%	0.0%	43.6%	21.0%	44.0%	16.0%	39.0%	1	0
8/30/2019	What's Up	11,983	42.5%	0.4%	57.2%	18.0%	36.0%	27.0%	37.0%	7	2
			Averages								Totals
			47.0%	0.5%	52.7%	33.5%	34.1%	21.2%	44.7%	49	11