



THE GOLDEN RAIN FOUNDATION MEDIA AND COMMUNICATIONS COMMITTEE

Monday, August 19, 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, July 15, 2019**
- 5. Chair's Remarks**
- 6. Member Comments (Items Not on the Agenda)**
- 7. Director's and Staff Forum**

CONSENT: - *All matters listed under the Consent Calendar are considered routine and will be enacted by the Committee by one motion. In the event that an item is removed from the Consent Calendar by the Chair of the Committee, such item(s) shall be the subject of further discussion and action by the Committee.*

REPORTS:

- 8. Broadband and Contracts Report - Chuck Holland**
- 9. Marketing and Communications Report - Eileen Paulin**
- 10. Unauthorized Distribution of Publications and Marketing Materials - Eileen Paulin**

ITEMS FOR DISCUSSION AND CONSIDERATION:

ITEMS FOR FUTURE AGENDAS:

CONCLUDING BUSINESS:

- 11. Committee Member Comments**

- 12. Date of Next Meeting - Monday, September 16, 2019 at 1:30 p.m.**
- 13. Adjournment**



OPEN MEETING
THE GOLDEN RAIN FOUNDATION
MEDIA AND COMMUNICATIONS COMMITTEE
Monday, July 15, 2019, at 1:30 p.m.
Laguna Woods Village Community Center, Board Room
24351 El Toro Road, Laguna Woods, CA 92637

REPORT

MEMBERS PRESENT: Chair Joan Milliman, Directors Annie McCary, Pat English, Annette Sabol Soule, Maggie Blackwell, Roy Bruninghaus, Elsie Addington, Advisers Steve Carman and Lucy Parker.

MEMBERS ABSENT: Director Ryna Rothberg and Adviser Sheila Bialka.

OTHERS PRESENT: Juanita Skillman—United, Lynn Jarrett—Third, Richard Rader—VMS and Cash Achrekar—United

STAFF PRESENT: Eileen Paulin, Chuck Holland, Ellyce Rothrock, 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 June 17, 2019

Report was approved.

5. Chair's Remarks

Chair Milliman welcomed everyone and thanked Residents for attending the meeting. She prompted the audience to fill out a card if they had a request to speak.

6. Member Comments (Items not on the Agenda)

Mary Wall (239-D) was called to speak and asked how many advertisers Village Television has. She also inquired about the music channels. She has been unable to locate them on her television.

Doh Shin (4011-1G) was called to speak and asked about the management of Broadband services. His questions pertained to an issue related to a bandwidth upgrade.

He passed around a sheet for Committee review.

Peter Chong (695-D) was called to speak and asked about Korean television channels.

Cash Achrekar (201-E) was called to speak and asked about real estate sign conformity. He stated agents are not complying with the directional Open House signs.

Sung Suh (5564-B) was called to speak and asked about Korean programming. He stated he did not hear about the changes in the programming.

7. Director's and Staff Forum

Chuck Holland responded to Ms. Wall's request on the fees and will work with her one-on-one to explain in detail. He addressed the scheduled maintenance that scrambled the channels which included the Korean language channels. He clarified this was accidental and will go over all the concerns individually with the members who came today.

Eileen Paulin addressed Mr. Achrekar's concerns with the sign uniformity. She explained that real estate agents who are not active, are sometimes not aware of the policy. She explained when realtors have multiple open houses in the same cul-de-sac it would appear that a single agent would not be in conformity with directional signs, when it is actually multiple realtors in the same vicinity. Ms. Paulin will follow up with Tim Moy, review photos and provide a report next month for the Committee.

REPORTS:

8. Broadband and Contracts Report—Chuck Holland

Mr. Holland provided his monthly report on Broadband and Contracts which includes: Contract Renewals, Subscriber Counts, Proforma Operating Statements and HD Conversion Updates.

The Proforma Broadband Summary included: Merchandise Sales, Broadband Services, Miscellaneous revenues, Employee Compensation, Compensation-Related Expenses, Materials and Supplies, Utilities, Legal Fees, Outside Services, Repairs and Maintenance, Other Operating Expenses, Property and Sales Tax, Cable Programming/Copyright/Franchise Fees and Uncollected Accounts.

9. Marketing and Communications Report-Eileen Paulin

Eileen Paulin introduced Ellyce Rothrock as fulltime staff and highlighted the following:

- Docent Tours
- New Resident Orientations
- The new What's Up in the Village format that launched July 12, 2019
- The Breeze
- The Centenarian Project
- Elections
- Monthly content meeting with Village Television

- Gate Constructions
- EV Charging Stations
- Recreation
- Town Hall Meeting for Polling Centers
- Discontinuing Handyman Program
- Discontinuing the Fox Channels
- Pool Maintenance Closures with a targeted list of swimmers
- Meet and Greet receptions for Board Candidates
- PowerPoint Presentations

Richard Rader inquired about the demographics of the Docent Tours.

Mr. Achrekar asked for clarification on the difference between Docent Tours and New Resident Orientations.

ITEMS FOR DISCUSSION AND CONSIDERATION:

ITEMS FOR FUTURE AGENDAS:

- The Website Upgrades–update on Staff’s progress
- Towers–Tours and New Resident Orientation facilitated by VMS Staff
- Foreign Language Translation–for critical communications, such as trash disposal and recycling.

CONCLUDING BUSINESS:

10. Committee Member Comments

Adviser Lucy Parker complimented Marketing and Communications Staff on the new E-blast, fliers and the support for the Centenarian Project.

Adviser Steve Carman gave kudos to Staff.

Director Maggie Blackwell stated the communications have been phenomenal, and commented that if the department had been in place during the transition and formation of VMS there would have been better Resident understanding.

Director Elsie Addington stated Staff is fabulous.

Director Annette Sabol Soule stated it was a good meeting and appreciates Staff.

Director Pat English stated we are lucky to have a good communications team.

Director Annie McCary stated it was a good meeting.

Director Roy Bruninghaus stated Staff did a great job on the E-blast last Friday.

Mr. Holland clarified the Broadband support service hours.

Ms. Paulin thanked everyone for their support of MarComm's efforts.

Chair Milliman stated the communications are great and are constantly improving.

11. Date of Next Meeting—Monday, August 19, 2019, 1:30 p.m. in the Board Room

12. Adjournment

Meeting was adjourned at 3:12 p.m.



Joan Milliman, Chair
Media and Communications Committee

STAFF REPORT

DATE: August 19, 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
4. Copyright Fee Elimination

Staff to provide an update on West Coast Internet's (WCI) request for additional bandwidth. Bandwidth requirements and number of devices continue to increase on the network. WCI has requested to bring in additional bandwidth to meet demands and prevent future internet slowdowns.

Prepared By: Paul Ortiz, Village Television Manager

Reviewed By: Chuck Holland, Information Services Director

ATTACHMENT(S)

2019 Contract Renewals

Channel	Parent Company	Expiration Date	Estimated Increase	Negotiations
TVG2 Horse Racing TV	Betfair Group Network	3/31/2019	0%	NCTC
CSPAN	C-SPAN Networks	3/31/2019	5%	NCTC
C-SPAN 2	C-SPAN Networks	3/31/2019	0%	NCTC
C-SPAN 3	C-SPAN Networks	3/31/2019	0%	NCTC
Display Systems CH. 3 Guide	Display Systems International	5/6/2019	5%	Independent
BET	Viacom	9/30/2019	10%	NCTC
Comedy Central	Viacom	9/30/2019	10%	NCTC
A & E	A&E Television Networks	12/31/2019	10%	NCTC
Crime & Investigation	A&E Television Networks	12/31/2019	0%	NCTC
FYI	A&E Television Networks	12/31/2019	0%	NCTC
Viceland	A&E Television Networks	12/31/2019	10%	NCTC
History	A&E Television Networks	12/31/2019	10%	NCTC
Lifetime	A&E Television Networks	12/31/2019	10%	NCTC
Lifetime Movie Network	A&E Television Networks	12/31/2019	10%	NCTC
Military History Channel	A&E Television Networks	12/31/2019	0%	NCTC
Fox Business News	Fox Cable Network Services LLC	12/31/2019	10%	NCTC
Fox College Sports	Fox Cable Network Services LLC	12/31/2019	10%	NCTC
Fox News Channel	Fox Cable Network Services LLC	12/31/2019	10%	NCTC
Fox Sports 1	Fox Cable Network Services LLC	12/31/2019	10%	NCTC
Fox Sports Net - Prime Ticket	Fox Cable Network Services LLC	12/31/2019	25%	Independent
Fox Sports Net West	Fox Cable Network Services LLC	12/31/2019	25%	Independent
FX	Fox Cable Network Services LLC	12/31/2019	10%	NCTC
FX Movie	Fox Cable Network Services LLC	12/31/2019	10%	NCTC
FXX	Fox Cable Network Services LLC	12/31/2019	10%	NCTC
KCOP My 13	Fox Cable Network Services LLC	12/31/2019	15%	NCTC
KTTV Fox	Fox Cable Network Services LLC	12/31/2019	20%	NCTC
Nat Geo Wild	Fox Cable Network Services LLC	12/31/2019	10%	NCTC
National Geographic	Fox Cable Network Services LLC	12/31/2019	10%	NCTC
WGN America	Tower Distribution Co.	12/31/2019	5%	Independent
The Cowboy Channel	Family Network	12/31/2019	0%	NCTC

2019 Subscriber Counts

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY
Subscriber Counts							
Digital Subscribers	6,379	6,634	6,657	6,627	6,622	6,692	6,726
Set-Top Boxes							
DVR's	6,064	6,076	6,060	6,017	5,616	5,889	5,829
Standard	704	711	697	687	674	653	642
HD Standard	2,072	2,068	2,068	2,069	2,086	2,069	2,067
TiVo MG2	184	191	218	228	277	299	336
TiVo Qj3	182	194	224	236	277	298	346
DTA	386	380	371	370	368	363	363
HD Converter's	598	764	796	828	843	882	941
Pay-TV							
HBO	916	914	912	940	932	920	915
Cinemax	122	124	124	122	118	119	117
Showtime	448	448	450	441	437	441	136
Starz/Encore	323	306	301	297	292	291	289
PBC	17	18	18	18	18	18	17
International Ch.							
TV Asia	2	2	2	2	2	2	2
CTI-Zhong Tian	14	14	14	13	14	14	15
The Filipino Channel	45	46	46	43	43	42	44
CCTV4	10	10	10	9	9	9	10
Channel One Russia	12	12	12	12	12	12	12
tvK	10	10	10	10	9	10	11
TV5Monde	27	27	27	26	26	27	27
RAI Italia	9	9	8	7	7	8	8
TV Japan	50	50	49	49	48	50	51
Total International	179	180	178	171	170	174	180
High Speed Data							
High Speed Data	9,905	9,934	9,934	9,944	9,966	9,899	9,920

**Golden Rain Foundation of Laguna Woods
Proforma Broadband Services Summary of Operations
7/31/2019**

	<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	\$15,366	\$0	\$0	\$0	\$15,366	\$14,581
Total Merchandise Sales	15,366	0	0	0	15,366	14,581
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	353,168	0	353,168	379,162
45001500 - Premium Channel	217,558	0	0	0	217,558	291,662
45002000 - Cable Service Call	71,035	0	0	0	71,035	87,500
45002500 - Cable Commission	58,602	0	0	0	58,602	29,162
45003000 - High Speed Internet	0	0	0	926,187	926,187	933,331
45003500 - Equipment Rental	1,043,668	0	0	9,800	1,053,468	1,003,912
45004000 - Video Production	0	22,293	0	0	22,293	32,081
45004500 - Video Re-Production	0	1,337	0	0	1,337	1,456
45005000 - Message Board	0	11,550	0	0	11,550	11,081
45005500 - Advertising	0	29,994	0	0	29,994	24,787
Total Broadband Services	1,390,863	65,174	353,168	935,987	2,745,192	2,794,134
Miscellaneous						
47001500 - Late Fee Revenue	3,614	0	0	0	3,614	5,831
49009000 - Miscellaneous Revenue	123	0	395	0	518	0
Total Miscellaneous	3,737	0	395	0	4,132	5,831
Total Non-Assessment Revenue	1,410,481	65,174	353,563	935,987	2,765,204	2,814,546
Expenses:						
Employee Compensation						
51011000 - Salaries & Wages - Regular	326,633	215,430	130,059	6,568	678,690	767,029
51041000 - Wages - Overtime	8,927	2,302	1,430	19	12,678	3,325
51061000 - Holiday & Vacation	33,536	21,394	4,446	544	59,920	57,510
51071000 - Sick	10,768	2,477	1,393	171	14,809	23,458
51091000 - Missed Meal Penalty	335	809	50	13	1,207	1,015
51101000 - Temporary Help	0	0	0	0	0	581
51981000 - Compensation Accrual	6,548	6,109	927	81	13,665	2,037
Total Employee Compensation	386,748	248,521	138,305	7,396	780,970	854,956
Compensation Related						
52411000 - F.I.C.A.	28,015	17,710	10,090	553	56,368	64,872
52421000 - F.U.I.	493	299	84	6	883	1,567
52431000 - S.U.I.	3,783	2,295	644	48	6,771	7,052
52451000 - Workers' Compensation Insurance	28,878	21,785	1,828	468	52,958	23,907
52461000 - Non Union Medical & Life Insurance	37,466	26,718	6,718	898	71,800	84,578
52481000 - Non-Union Retirement Plan	8,601	7,807	5,495	0	21,902	32,880
52981000 - Compensation Related Accrual	(3,722)	(2,199)	(84)	(87)	(6,091)	931
Total Employee Compensation and Related	103,515	74,415	24,775	1,886	204,591	215,786
Materials and Supplies						
53001000 - Materials & Supplies	33,966	5,560	1,254	6	40,786	27,530
53004000 - Freight	2,736	21	17	0	2,773	875
Total Materials and Supplies	36,702	5,581	1,271	6	43,560	28,405
Utilities and Telephone						
53301000 - Electricity	77,650	0	0	0	77,650	74,900
Total Utilities and Telephone	77,650	0	0	0	77,650	74,900
Legal Fees						
53401500 - Legal Fees	0	0	0	0	0	1,456
Total Legal Fees	0	0	0	0	0	1,456
Outside Services						
53601500 - Credit Card Transaction Fees	42,024	0	4,159	0	46,183	34,412

**Golden Rain Foundation of Laguna Woods
Proforma Broadband Services Summary of Operations
7/31/2019**

	<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	3,437
53704000 - Outside Services	<u>274,755</u>	<u>43,370</u>	<u>1,385</u>	<u>0</u>	<u>319,510</u>	<u>302,400</u>
Total Outside Services	316,779	43,370	11,444	0	371,593	340,249
Repairs and Maintenance						
53701000 - Equipment Repair & Maint	<u>2,675</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>2,675</u>	<u>26,082</u>
Total Repairs and Maintenance	2,675	0	0	0	2,675	26,082
Other Operating Expense						
53801000 - Mileage & Meal Allowance	14	0	1,976	0	1,991	2,394
53801500 - Travel & Lodging	449	734	45	90	1,318	4,081
53802000 - Uniforms	1,109	0	0	0	1,109	1,162
53802500 - Dues & Memberships	1,878	0	0	0	1,878	1,771
53803000 - Subscriptions & Books	0	0	58	0	58	56
53803500 - Training & Education	0	1,175	31	0	1,206	750
53901500 - Volunteer Support	0	0	0	0	0	56
54502500 - Cable Promotions	<u>0</u>	<u>0</u>	<u>1,338</u>	<u>0</u>	<u>1,338</u>	<u>2,037</u>
Total Other Operating Expense	3,451	1,909	3,448	90	8,897	12,307
Property and Sales Tax						
54301500 - State & Local Taxes	1,105	96	0	0	1,201	112
54302000 - Property Taxes	<u>9</u>	<u>7</u>	<u>0</u>	<u>2</u>	<u>19</u>	<u>0</u>
Total Property and Sales Tax	1,115	104	0	2	1,220	112
Cable Programming/Copyright/Franchise						
54501000 - Cable - Programming Fees	2,822,719	0	0	0	2,822,719	2,683,331
54501500 - Cable - Copyright Fees	29,637	0	0	0	29,637	32,081
54502000 - Cable - City of Laguna Woods Franchise Fees	<u>120,242</u>	<u>2,913</u>	<u>22,530</u>	<u>0</u>	<u>145,685</u>	<u>156,037</u>
Total Cable Programming/Copyright/Franchise	2,972,598	2,913	22,530	0	2,998,040	2,871,449
Uncollectible Accounts						
54602000 - Bad Debt Expense	<u>5,370</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>5,370</u>	<u>14,721</u>
Total Uncollectible Accounts	5,370	0	0	0	5,370	14,721
Total Expenses	3,906,601	376,813	201,771	9,380	4,494,565	4,440,423
Net Revenue/(Expense)	<u>(\$2,496,120)</u>	<u>(\$311,639)</u>	<u>\$151,792</u>	<u>\$926,607</u>	<u>(\$1,729,361)</u>	<u>(\$1,625,877)</u>

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STAFF REPORT

DATE: August 19, 2019
FOR: GRF Media and Communications Committee
SUBJECT: Marketing and Communications Activities Report - July 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, Code Red enrollment, website management and other communications projects.

DISCUSSION

The What's Up in the Village weekly e-blast switched to a new and improved design in July. Feedback has been overwhelmingly positive. With the new design, articles are individually posted on the Village website rather than designed into a PDF document. The email, which is sent via iContact, is a collection of all the articles with links to each one.

The monthly Recreation eblast also switched to the new design.

This new design has provided the following benefits:

- The newsletter looks more modern and in line with professional marketing electronic communications
- Residents can choose to only click on articles of interest rather than having to read through a long document
- Viewer does not have to download a PDF
- Large type makes it easier to read articles, especially on mobile devices
- Added capability to reader to easily print articles of interest
- Drives more traffic to the Village website
- Added flexibility for MarComm staff to add, remove and change articles prior to sending out the newsletter
- Substantial design cost savings

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 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 gatehouses, 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 July, 81 guests as well as 23 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. 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 July, Third Mutual had 19 residents in attendance at New Resident Orientation and United had 29 residents in attendance.

MarComm staff continues to proactively engage, inform and share vital information with residents. The attached report presents engagement efforts in July 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 July, MarComm tracked 23 designed projects through Trello.

Regular publications completed by the MarComm team in July 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): 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 July include:

- 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.

Additionally, MarComm assisted other departments, staff and directors with the following projects in July:

- Updated and redesigned Social Services page on the Village website.
- Updated and revised Human Resources VMS Employee Email Signature Policy.
- Created a PowerPoint presentation and large-format posters for Gate 14 Landscape Modernization meeting for residents of Gate 14 and United's Budget Meeting.
- Proofed and formatted PowerPoint presentations for Transportation Meeting and Betty Parker's Financial Services presentation for VMS.
- Proofed and formatted board election materials for Third and United.

- Published a memorial to VMS Board Director Ron Beldner in the What's Up in the Village Friday eblast.
- Assisted Third Mutual Board of Directors with details for Third Mutual Board Direct Jack Connelly's Celebration of life memorial event.
- 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, July 2019

Date	Attendance	Residents	Visitors	Web	Friend	Agent	Other
7/11/2019	18	1	17	2	3	0	13
7/18/2019	23	0	23	2	2	0	19
7/25/2019	18	0	18	5	1	2	10
7/27/2019	22	0	22	6	0	0	16
Res. Tour		22					
	81	23	80	15	6	2	58

New Resident Orientation Report, July 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		Armendariz
Wednesday, September 11, 2019		Bastani
Friday, October 04, 2019		Margolis
Wednesday, November 13, 2019		Torng
Friday, December 06, 2019		Skillman
Total YTD	136	
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		McCary
Friday, September 20, 2019		diLorenzo
Wednesday, October 16, 2019		Parsons
Friday, November 15, 2019		Carpenter
Wednesday, December 18, 2019		Pearlstone
Total YTD	153	

Workflow Report, July 2019

Recreation	CodeRED
Recreation e-blast Aug 2019	Entered - 166
ESL Classes Update 072019	Webmaster
Sept 2019 Free Movie Night Posters	Uploaded - 4
Aug 2019 Monthly Dinners	Finance
August 2019 SND Flyer	VMS Financial Services-Betty Parker
Various signage for Battle of Fitness Centers	Transportation
Recreation print calendar Aug 2019	Easy Rider Newsletter
Timeless Melodies_August	Transportation meeting PPTX edits
2020 Rec Reservation Flyer	Security
Swim Lessons flyer REC	Found Property Log June 10, 2019
Grandparents' Fun Day flyer REC	Village Television
Jazz Dance flyer mods	TV Guide Redesign
Jewelry Studio signage	TV6 Guide Proofing
Hungarian Buffet 2019	MISC
Landscape	Move in/Move out Flyer
2019 Landscape Activities 7-1-19	Board Relations
2019 Landscape Activities 7-8-19	Year-End Board Presentations
2019 Landscape Activities 7-15-19	United Budget Presentation
2019 Landscape Activities 7-22-19	Human Resources
2019 Landscape Activities 7-29-19	HR Email Signature Policy Update
PPT-Gate 14 Landscape Modernization	Social Services
Posters-Gate 14 Landscape Modernization	Social Services Web Page Redesign
Marketing and Communications	
July 2019 Village Breeze	
Happy Fourth Email	
Whats Up 7-12-19	
Whats Up 7-19-19	
Whats Up 7-26-19	
New Village Map	

iContact Report, July 2019

Date	Title	Contacts	Open	Bounce	No Info.	Clicks	Smartphone	Tablet	Computer	Unsubscribe	Complained
7/1/2019	Pool 5 Closure	145	68.3%	0.0%	32.4%	18.0%	39.0%	15.0%	46.0%	0	0
7/4/2019	Happy Fourth	11,857	41.9%	0.5%	57.8%	1.0%	42.0%	26.0%	32.0%	4	0
7/5/2019	Pool 1 Closure	130	70.0%	0.0%	30.0%	14.0%	54.0%	20.0%	25.0%	0	0
7/11/2019	Garden Center	347	59.4%	0.0%	40.9%	1.0%	34.0%	19.0%	47.0%	0	0
7/11/2019	Breeze	12,083	45.3%	0.3%	54.5%	23.0%	34.0%	24.0%	42.0%	7	2
7/12/2019	Slope Work	29	65.5%	3.4%	31.0%	0.0%	50.0%	21.0%	29.0%	0	0
7/12/2019	Slope Work	13	76.9%	15.4%	7.7%	0.0%	16.0%	84.0%	0.0%	0	0
7/12/2019	Pool 5 Closure	149	61.7%	0.7%	38.3%	13.0%	40.0%	16.0%	44.0%	0	0
7/12/2019	What's Up	12,075	43.7%	0.4%	56.0%	19.0%	33.0%	24.0%	42.0%	5	1
7/18/2019	Community Alert	11,845	53.9%	0.4%	45.8%	0.0%	43.0%	21.0%	36.0%	13	3
7/19/2019	What's Up	12,062	46.7%	0.3%	53.1%	22.0%	35.0%	23.0%	41.0%	1	0
7/24/2019	Easy Rider	11,825	39.2%	0.4%	60.6%	14.0%	36.0%	24.0%	40.0%	10	1
7/25/2019	Farmers Market	347	51.0%	0.0%	49.3%	0.0%	34.0%	33.0%	33.0%	1	0
7/26/2019	What's Up	12,052	44.5%	0.4%	55.2%	21.0%	36.0%	24.0%	40.0%	5	1
7/30/2019	Recreation Events	11,803	34.6%	0.4%	65.1%	15.0%	38.0%	26.0%	36.0%	8	1
			Averages							Totals	
			53.5%	0.5%	45.2%	10.7%	37.6%	26.7%	35.5%	54	9

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STAFF REPORT

DATE: August 19, 2019
FOR: GRF Media and Communications Committee
SUBJECT: Unauthorized Distribution of Publications and Marketing Materials

RECOMMENDATION

That GRF Resolution 90-15-17 be enforced immediately, including taking the following actions:

1. A letter be sent to the publishers of two separate telephone books from the GRF attorney alerting them to the enforcement of the resolution.
2. All telephone books, Community maps and marketing material in the possession of VMS Staff be destroyed.
3. All Staff be educated and trained to know that only the official GRF community map be distributed to Residents and other interested parties.
4. Security Department and the Compliance Division be educated and actively enforce this resolution.

BACKGROUND

Distribution of publications and marketing materials inside of Laguna Woods Village without prior written permission is prohibited. This applies to all materials, including telephone books, community maps and issues of community newspapers. Unfortunately, various publishers and entities have been ignoring this policy and enforcement has been lax.

DISCUSSION

No unauthorized materials or publications are to be distributed by staff of Village Management Services. This includes gate ambassadors, concierge staff at the Community Center and any member of staff who interacts with residents. Materials and publications that receive clearance for distribution must be specifically subscribed to by a resident. Proof of subscription must be verified.

The reasons for this resolution include:

1. To provide privacy and protection to residents that is challenged by unsolicited materials being left at manors, and the potential security risk of unauthorized people within the community.
2. To prevent distribution of inaccurate and outdated information about Village services.
3. To prevent litter in the community.

FINANCIAL ANALYSIS

None.

Prepared By: Eileen Paulin, Marketing and Communications Manager

ATTACHMENT(S)

Attachment 1: Resolution 90-15-17

ADOPTED OCTOBER 1983, Resolution G-83-47
REVISED JULY 1998, Resolution G-98-55
REVISED MARCH 2015, Resolution 90-15-17

**Distribution of Publications by Non-Residents of Laguna Woods
Village within Laguna Woods Village**

WHEREAS, Golden Rain Foundation of Laguna Woods (“GRF”) adopted a policy applicable to the distribution of all First Amendment publications within Laguna Woods Village by non-residents; and

WHEREAS, GRF’s Board of Directors has determined that it is appropriate that said policy be updated and revised;

NOW THEREFORE BE IT RESOLVED, that on March 3, 2015 the Board of Directors of this corporation hereby adopts the following policy for the distribution of publications by non-residents of Laguna Woods Village within Laguna Woods Village:

Distribution of unsolicited materials **publications** by non-residents is strictly prohibited. Only materials **publications** specifically requested by resident(s) may be distributed to said resident(s).

Any non-resident individual or entity (the “Applicant”) wishing to distribute publications within Laguna Woods Village shall complete and submit the Application for Pass(es) to Distribute Publications, obtain a Gate Entry Pass allowing entry for distribution, and comply with all applicable rules. The applicant shall provide the following information:

1. A subscriber list showing names and addresses of residents who have solicited the publication.
2. The name of the individual or entity intending to distribute such publication within Laguna Woods Village;

3. The address, phone number, fax number, e-mail address, and other pertinent identifying information so as to permit contact with the Applicant;
4. A brief description of the publication to be distributed, sufficient to allow GRF to determine if the publication that is actually distributed is the same publication described in the Application;
5. A brief statement as to the date(s) and frequency with which the Applicant intends to deliver its publication;
6. A statement to be executed by the Applicant pursuant to which the Applicant acknowledges that he, she, or it will be responsible for all acts of its employee or agents while they are distributing the publication on behalf of the Applicant within Laguna Woods Village, as well as agreeing to abide and be bound by all applicable Laguna Woods Village rules regarding distribution of publications (which is set forth on the reverse side of the Application);
7. An Acknowledgment by the Applicant that it shall only be entitled to distribute its publication following approval of Applicant's Application and the issuance of a Gate Entry Pass by GRF's managing agent. The application shall further state the Applicant shall be required to produce a Gate Entry Pass to Security personnel prior to gaining access to the Laguna Woods Village community.

RESOLVED FURTHER, that the basic rules for which all of the Applications shall be required to follow shall be as follows:

- a. While on the premises of Laguna Woods Village, knocking on doors, business solicitation, or other behavior which intrudes on the privacy of Laguna Woods Village residents is prohibited.
- b. Door-to-door distribution of **solicited** publications shall be permitted, so long as residents are not disturbed.
- c. ~~Material~~ **Publications** that ~~is~~ **are** distributed door-to-door may only be left on the surface of the thresholds of front doors. ~~Material~~ **Publications** may not be hung from doorknobs.
- d. The Applicant, its employees or agents must bring and present the Gate Entry Pass to Security personnel prior to gaining access to the Laguna Woods Village community.

RESOLVED FURTHER, this resolution shall in no way restrict legitimate distribution of political and/or campaign related ~~material~~ **publication**; and

RESOLVED FURTHER, that Resolution number G-98-55, dated July 7, 1998, is hereby superseded and all previous distribution policies are void; and

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