



## **OPEN MEETING**

### **REGULAR MEETING OF THE GOLDEN RAIN FOUNDATION MEDIA AND COMMUNICATIONS COMMITTEE\***

**Wednesday, October 30, 2024 - 1:30 p.m.**

#### **Board Room / Virtual Meeting**

Laguna Woods Village owners/residents are welcome to participate in all open committee meetings and submit comments or questions regarding virtual meetings using one of two options:

1. Join the committee meeting via Zoom at <https://us06web.zoom.us/j/82817619487> or by calling [669-900-6833](tel:669-900-6833), Access Code: 828-1761-9487.
2. Submit comments or questions via email to [meeting@vmsinc.org](mailto:meeting@vmsinc.org) any time before the meeting is scheduled to begin or during the meeting. Please use the name of the committee in the subject line of the email. Name and unit number must be included.

#### **NOTICE AND AGENDA**

**THIS MEETING MAY BE RECORDED**

1. Call to Order
2. Acknowledgment of Media
3. Approval of the Agenda
4. Approval of Meeting Report for July 15, 2024
5. Chair's Remarks
6. Member Comments

The comments of directors, staff, consultants or other guests during committee meetings are not comments of Golden Rain Foundation (GRF) and are only the speaker's opinions. The position of GRF is only that expressed in motions or resolutions which are adopted by the board of directors. Members may speak on subjects not on the agenda, but under this committee's jurisdiction. Member comments are limited to three minutes.

#### **Items for Discussion**

7. Website Update – Chuck Holland
8. Media and Communications Report – Ellyce Rothrock

#### **Items for Future Agendas**

- TBD

#### **Concluding Business**

- Committee Member Comments
- Date of Next Meeting: Monday, January 20, at 1:30 p.m.
- Adjournment

\*A quorum of the GRF board or more may also be present at the meeting.

Joan Milliman, Chair  
Ellyce Rothrock, Staff Officer  
Telephone: 949-268-2345

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**OPEN MEETING**

**REGULAR MEETING OF THE GOLDEN RAIN FOUNDATION  
MEDIA AND COMMUNICATIONS COMMITTEE**

**Monday, July 15, 2024 - 1:30 p.m.  
Board Room / Virtual Hybrid  
Meeting**

**REPORT**

**Members present:** Chair Joan Milliman; Directors Maggie Blackwell, Cris Prince, Peter Sanborn, Juanita Skillman, Georgiana Willis (arrived 1:37 p.m.); Alternates Donna Rane-Szostak, Moon Yun; Advisors Catherine Brians, Carmen Pacella (left 2:27 p.m.), Lucy Parker

**Members absent:** Director James Cook (excused); Advisors Theresa Frost (excused), Tom Nash (excused)

**Others present:** Third - Mark Laws; Richard Rader, William Hite; Urban Insight Project Lead Ben Upham, Project Manager Nikita Aidasani, Creative Director Nick Dota

**Staff present:** Catherine Laster, Chuck Holland, Ellyce Rothrock, Susan Logan-McCracken

**1. Call to Order**

The meeting was called to order at 1:32 p.m., and a quorum was established by Chair Milliman.

**2. Acknowledgement of Media**

None present.

**3. Approval of Agenda**

Approved by unanimous consent.

**4. Approval of Report for April 15, 2024**

Approved by unanimous consent.

**5. Chair's Remarks**

Chair Milliman welcomed the committee and recommended reading the May/June and July/August editions of the Village Breeze.

## **6. Member Comments**

There were no member comments.

## **Items for Discussion**

### **7. Website update: Urban Insight Presentation - Chuck Holland**

Mr. Holland introduced a presentation by representatives from Urban Insight, the GRF-, MACC- and ad hoc-selected contractor developing the new community website.

Mr. Upham introduced himself and the other Urban Insight presenters.

Ms. Aidasani discussed insights gained from interviewing residents and potential residents for the user experience and usability evaluation summaries.

Mr. Dota showed wireframes, designs and color palettes for the website homepage and landing pages and demonstrated prototypes of how the website will look on a laptop and a mobile device.

Mr. Upham discussed development updates, content migration and search function improvements, and gave a tour of the website. He stated that the website is built in Word Press and hosted by Pantheon.

Mr. Holland discussed single sign-on technology for sensitive document access.

Committee questions and discussions that ensued included:

- Searching documents using filtered searches
- Requesting archived records dated prior to 2017
- Searching for real estate listings on the Sales and Leasing landing page
- Linking to the Towers website
- ADA compliance
- Homepage photography and videos
- Budget that had been previously allocated for website development
- Single sign-on feature
- Language translation
- Defining the difference between a condo and co-op
- Estimated completion date of early October

Director Laws further discussed resident log-in and records requests, and volunteered to be a tester for the website.

Mr. Rader commended the work done and suggested the website be used for communication between the boards and the community, including resolutions on 28-day notice. Discussion ensued.

### **8. Media and Communications Report - Ellyce Rothrock**

Ms. Rothrock highlighted from the Media and Communications Activities Report:

- Daily website and Facebook updates
- Jobs tracked through Trello
- The Village Breeze adding cover blurbs for the first time
- Two employee newsletters distributed
- Weekly “What’s Up in the Village” email blasts
- Weekly press releases sent to the Globe
- GRF and mutual presidents’ email messages
- Connections and Pathways flyer
- Resident Services trifold brochure
- Lowest and highest open rates above standard across all industries
- Attendance for the new resident orientations
- Surveys for VMS and United boards
- Tasking for Village 60th-anniversary event

Ms. Rothrock also discussed working with the former docents on a new presentation format for prospective, new and existing residents.

Director Blackwell asked what the “Contacts” column represents on the iContact report. Ms. Rothrock explained it represents our various email subscriber lists maintained in iContact.

Mr. Rader highlighted the “Connections and Pathways” flyer listing 15 ways to get in touch with Village boards and management.

Director Yun asked whether iContact is used for email addresses only. Ms. Rothrock confirmed. Discussion ensued about the subscriber lists.

Mr. Hite offered a suggestion for grandparents to enjoy a Saturday matinee with their grandchildren and offered to print out a list of DVD movies in his possession. He also asked about a MeTV cartoon channel. Ms. Rothrock said she would forward his information to Paul Ortiz, General Manager of Village Television, for follow-up. Discussion ensued.

### **Items for Future Agendas**

None

### **Concluding Business**

### **Committee Member Comments**

Advisor Brians and Advisor Parker said it was a very good meeting.

Director Sanborn suggested a website update meeting before the next regular meeting date.

Chair Milliman agreed the committee might need to call a special meeting.

Director Blackwell suggested announcing that children's movies are available on DVD at the Village Library for residents to check out.

Director Milliman reminded the committee about a suggestion to include GRF in new resident orientations. She asked about updating the website and commended the Village Breeze and all the work the staff does. She discussed getting the word out about the Village Library, which offers materials in nine different languages.

Ms. Rothrock said she would be happy to work up an announcement for "What's Up in the Village." The Village Library brochure is included in the handouts at the new resident orientations. Discussion ensued.

Ms. McCracken thanked everyone for their input.

Director Rand-Szostak thanked Chuck Holland, the team and Urban Insight for their work on the website.

Chair Milliman thanked everyone for their efforts.

**Date of Next Meeting: Monday, October 21, 2024, at 1:30 p.m.**

**Adjournment**

Chair Milliman adjourned the meeting at 3:24 p.m.

*p.p. Joan Milliman / SLM*  
Joan Milliman, Chair  
Media and Communications Committee



## STAFF REPORT

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**DATE:** October 30, 2024  
**FOR:** GRF Media and Communications Committee  
**SUBJECT:** Media and Communications Activities Report – July-September 2024

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### RECOMMENDATION

Review Media and Communications report.

### BACKGROUND

Media and Communications staff prepares a monthly report for MACC, which includes, but is not limited to, Media and Communications activities, communications projects, website management, analytics, new resident orientations and more.

### DISCUSSION

The website is updated daily via input from all departments, residents and clubs. Media and Communications maintains webmaster duties by writing, editing and posting content, which includes, but is not limited to, governance, news, club news, club updates, training, activities and calendars.

Media and Communications staff also continues to proactively engage, inform and share vital information with residents. The attached report presents engagement efforts through the iContact direct email service, through which flyers, newsletters and other tools are used to disseminate news and information. The average open and click rates illustrate interest and engagement in the content disseminated.

Workflow continues to be managed through the online project management system, Trello. The chart below shows the number of projects Trello tracked each month, the number of subscribers added to iContact, the number of documents posted and the number of news articles published to the website.

	Tracked	Subscribed	Documents	News Posts
<b>July</b>	105	47	70	38
<b>August</b>	97	54	76	38
<b>September</b>	108	53	58	34

Regular or serial publications completed by the Media and Communications team in July through September include:

- Village Breeze: July/August 2024 and September/October 2024 issues
- Employee Newsletter: June/July 2024 and August/September issues
- What's Up in the Village (Friday email blast): 13 editions
- Weekly press releases (x3) for the Globe: 13 weeks
- Golden Rain Foundation email blast: One edition
- Third Mutual email blasts: 10 editions
- United Mutual email blasts: Six editions
- Garden Center email blasts: Two newsletter editions and four announcements
- Golf email blasts: One edition
- Real estate bulletin email blasts: Three editions

Media and Communications 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 plot holders and real estate professionals. Media and Communications also sends email communications to VMS employees and directors on each of the boards.

Key messages that Media and Communications delivered from July through September include:

### **July**

- Happy Fourth of July!
- July Fourth Facility, Transportation, Trash Info
- Heat Wave Through Saturday Night
- California Flexes to Conserve
- Kitchens, Cooking and Fire Safety (ran twice in July)
- Daydream Believer (ran twice in July)
- 2024 United Board Election Update (2024 United Board Election Schedule; ran twice in July)
- 2024 Third Board Election Update (ran twice in July)
- United Town Hall July 12
- 'The Holdovers' at the PAC
- Senior Scam Stoppers Event (20 Seats Left for Senior Scam Stoppers, Last Chance for Senior Scam Stoppers; ran four times in July)
- Summer Splash Days (One Summer Splash Day Remaining; ran three times in July)
- Summer BBQ Buffet
- July/August 2024 Village Breeze
- Fresh Farmers Market (Enjoy Tomorrow's Fresh Farmers Market; ran twice in July)
- 'Wonka' at the PAC (ran twice in July)
- Upcoming Shows at the PAC
- Gate 12 Facilities Will Close for Seal Coat Project
- 2024 Village Games (ran twice in July)
- Third Town Hall July 24



- Gate 10 Resident Lane Remains Closed (ran twice in July)
- What to Expect From Hospice
- Received Excellent Service From VMS?
- Visit These Village Gems
- Marching Against Mosquitoes
- Third Mutual Fruit Tree Reminders
- Show Candidate Support Per Policy
- First-Aid Training: Cardiac Arrest & Stroke (ran twice in July)
- Within Our Site (about website launch)
- Communicate Your Feedback
- DwellingLIVE Offers Enhanced Features
- Missed the July Board Meetings?
- Rain Gutter Cleaning Schedule
- New Paint Relandscaping Project
- Ground Control to Major Tom
- 'What Happens Later' at the PAC
- Senior Federal Resource Fair

## **August**

- Space Oddity Aug. 10 at the PAC (ran twice in August)
- Rain Gutter Cleaning Begins Monday
- Keep on Bikin'
- Gate 12 Facilities Close for Seal Coat Project (ran twice in August)
- 2024 Mutual Board Elections (ran three times in August)
- United Town Hall Aug. 9
- Free Monday Features at the PAC (ran twice in August)
- 80z Allstars Outdoor Concert (80z Allstars Outdoor Concert Tomorrow; ran four times in August)
- Mama Mia! (ran three times in August)
- Getting Through Gate 10
- Missed Assemblymember Dixon and Senior Scam Stoppers?
- Cheers to 60 Years! (ran four times in August)
- Get Free Mulch This Weekend
- Library, Clubhouse 1 Parking Alert (ran twice in August)
- 2024 Seal Coat and Paving Programs
- Gate 10 Is Repaired!
- RFIDs Simplify Gate Entry
- How Would You Improve City Centre Park?
- Senior Federal Resource Fair (ran twice in August)
- Clubhouse 1 Project on Schedule
- Laguna Hills DMV Closes Oct. 11 (ran twice in August)
- City's Zoning Code Update Project
- Third Town Hall Aug. 28 (ran twice in August)
- Bob Newhart 'Button Down Concert' at the PAC (ran twice in August)
- Grandparents' Day Sept. 7

- Save These Disaster Preparedness Dates (ran three times in August)
- Mental Health Help Is Always Near
- Voting Begins Soon for 2024 Board Elections (ran twice in August)
- Disaster Kits and Supplies (ran twice in August)
- Golf Carts and Golf Cars
- Free Household Hazardous Waste Pickups
- Labor Day Holiday Facilities, Hours (ran twice in August)
- Mark Your Recreation Calendar
- Campaign to Keep Your DMV!
- Special Open Meeting Sept. 5 at the PAC
- Eco-Friendly Pickup Solution
- Important Vehicle Reminders
- United Town Hall Sept. 13
- AARP Smart Driver Refresher Course

## **September**

- Cheers to 60 Years!
- Hazardous Weather Ahead
- SCE Alerts, Outage Map Are Valuable Tools (ran twice in September)
- Great Expectations (ran twice in September)
- Campaign to Keep Your DMV (Keep Campaigning for your DMV; ran three times in September)
- GRF Board Calls for Candidates (GRF Board Call for Candidates Ends Tuesday; ran twice in September)
- Voting Underway for 2024 Board Elections (2024 Elections Update; ran twice in September)
- United Town Hall Sept. 13
- Color the United Mutual World (ran twice in September)
- High Steaks (ran twice in September)
- PC Club Offers Safe Computing Class (ran twice in September)
- Measuring and Comparing VMS Success (Benchmarking Assessments; ran twice in September)
- September/October 2024 Village Breeze
- Wildfire and Air Quality Alerts
- Coyotes and Our Community
- "Light Up Hope OC"
- Coastal Cleanup Day
- Managing Annual Guest Passes
- Who Are the 2024 United, Third Candidates?
- Concrete Work at Clubhouse 2 Lot
- Clubhouse 1 Soft Opening Continues
- Become a Recreation Leader (Seeking Recreation Leaders; ran twice in September)
- Third Town Hall Sep. 25
- Village Games Start Oct. 7
- Quake Heroes Expo, ShakeOut Drill (ran twice in September)

- Daydream Believer Deal (ran twice in September)
- Bicycle Registration Day Oct. 18 (ran twice in September)
- Third, United 2024 Election Results
- Meet the GRF Candidates
- Laguna Woods Village Living
- Emergency Response Device Offers Security
- Subscribe to the Village YouTube Channel
- Free COVID Tests Available Via Mail

## **FINANCIAL ANALYSIS**

**None**

**Prepared by:** Jennings Lai, Media and Communications Administrative Specialist

**Reviewed by:** Ellyce Rothrock, Media and Communications Manager  
Susan Logan-McCracken, Media and Communications Associate

## **ATTACHMENTS**

- I. New Resident Orientations Report
- II. Workflow Reports (x3): July, August, September
- III. iContact Reports (x3): July, August, September

## ATTACHMENT I: NEW RESIDENT ORIENTATIONS REPORT

New resident orientations occur once a month for Third Mutual and quarterly for United Mutual. These charts show the number of new residents in attendance January through September 2024.

### United Mutual

Date	Attendance	Directors
Wednesday, January 10, 2024	22	Bok, Liberatore
Wednesday, April 3, 2024	16	Bok, Liberatore, Lee
Wednesday, July 10, 2024	31	Liberatore, Lee
Wednesday, October 2, 2024		
	<b>96</b>	

### Third Mutual

Date	Attendance	Director(s)
Friday, January 19, 2024	21	Laws
Wednesday, February 21, 2024	4*	Cook
*A previously canceled event returned to the schedule per Director Cook's request.		
Friday, March 15, 2024	19	Cook
Wednesday, April 17, 2024	14	Cook
Friday, May 17, 2024	20	Cook, Park
Wednesday, June 19, 2024	15	Laws, Veeneman
Friday, July 19, 2024	17	Laws, Park
Wednesday, August 21, 2024	16	Veeneman
Friday, September 20, 2024	11	Veeneman
Wednesday, October 16, 2024		
Friday, November 15, 2024		
Wednesday, December 18, 2024		
	<b>137</b>	

## ATTACHMENT II: Workflow Report, July 2024

Media and Communications	Recreation
Distributed July/August 2024 Village Breeze	Produced Farmers Market flyers
Worked on Sept./Oct. Village Breeze	Produced 80z Allstars flyers
TV6 appearance for July/August 2024 Village Breeze	Produced Village Games Save the Date flyers
MACC meeting coordination	Updated Village Games packet
Produced activities report, agenda, minutes for MACC	Produced Italian Buffet flyers
Edited, proofed, formatted documents for departments	Updated Mickey Dolenz flyers
Proofed weekly board/committee meeting schedule	Produced personal trainer trifold
Produced and sent four Friday email blasts ( <i>weekly</i> )	Produced Bob Newhart Button-Down flyers
Produced and sent four Globe press releases ( <i>weekly</i> )	Produced various signage
Distributed Globe Letters to the Editor for review/advisement	Worked on/distributed July Garden Center newsletter
Posted 37 Facebook posts	Distributed 7-15 Garden Center safety email
Participated in weekly Urban Insight meetings	Distributed 7-16 three Garden Center email blasts
Participated in Urban Insight webmaster training	
Participated in MemorialCare anniversary celebration meeting	<b>Landscaping Services</b>
Coordinated Assemblymember Dixon's Scam Stopper event	Posted weekly Landscape maintenance schedules
Updated 2025 Village Breeze media kit	<b>General Services</b>
60th anniversary event tasking	Posted TV and movie guides
Maintained and updated email subscriber list	Posted carport cleaning schedule
Information@lagunawoodsvillage.com email monitoring	Posted two trading post car lists
	Posted TV channel guides
Board Relations	Community Services
Edited/distributed four Third Mutual email blasts ( <i>weekly</i> )	Prepared two real estate bulletins for distribution
Edited/distributed two United Mutual email blasts ( <i>bi-weekly</i> )	Distributed two realtor information bulletin email blast
Edited/distributed GRF email blast	Distributed four summer real estate forum email invites
Edited/formatted CEO correspondence	<b>Security Services</b>
Produced one CEO report	Produced Bicycle Registration flyer
Produced one CEO TV6 PPT presentation	<b>Maintenance and Construction</b>
Produced PPT presentations for GRF, Third, United Boards	Edited/proofed Manor Alterations Sales Process handout
Coordinated 7-10 United New Resident Orientation	Posted maintenance logs
Coordinated 7-19 Third New Resident Orientation	<b>Webmaster</b>
Distributed NRO confirmation/reminder emails	Posted five club events and nine updates
Worked on VMS survey efforts to board and residents	Onboarded two club webmasters
Worked on United survey report	Posted 70 documents to the website
Posted litigation letters and documents	Published 38 news articles to the website
Human Resources	
Distributed June/July Employee Newsletter	

## ATTACHMENT II: Workflow Report, August 2024

Media and Communications	Recreation
Worked on Sept./Oct. Village Breeze	Updated AARP Smart Driver Refresher flyer
Edited, proofed, formatted documents for departments	Updated Pollinator Garden flyer
Proofed weekly board/committee meeting schedule	Updated Steak Dinner flyers
Produced and sent five Friday email blasts (weekly)	Produced Mickey Dolenz Globe ads
Produced and sent five Globe press releases (weekly)	Produced Grandparents' Fun Day flyers
Distributed Globe Letters to the Editor for review/advisement	Produced Sep.-Nov. PAC theater schedule
Posted 36 Facebook posts	Produced Sep.-Dec. PAC monthly movies flyers
Participated in weekly Urban Insight meetings	Worked on/distributed August Garden Center newsletter
Urban Insight website development work	Worked on/distributed August Golf newsletter
Village Living 8-27 event meeting	<b>Landscaping Services</b>
60th anniversary event planning, coordination, publicity	Posted weekly Landscape maintenance schedules
Maintained and updated email subscriber list	<b>General Services</b>
Information@lagunawoodsvillage.com email monitoring	Posted TV and movie guides
<b>Board Relations</b>	Posted three trading post car lists
Edited/distributed three Third Mutual email blasts	Posted TV channel guides
Edited/distributed two United Mutual email blasts (bi-weekly)	Updated logo for Transportation Division
Produced one CEO TV6 PPT presentation	<b>Community Services</b>
Produced one CEO PPT presentation	Edited, proofed leasing applications
Produced PPT presentations for GRF, Third, United Boards	Posted monthly resale reports
Coordinated 8-22 Third New Resident Orientation	<b>Financial Services</b>
Distributed NRO confirmation/reminder emails	Updated United, Third assessments infographic
Updated Third, United NRO packets	Posted GRF, United, VMS financials
Updated VMS Benchmarking report	<b>Maintenance and Construction</b>
Worked on VMS survey efforts to board and residents	Edited, proofed Manor Alterations (MA) sales handout
Worked on United survey report	Produced MA Fair and Forum flyer
<b>Webmaster</b>	<b>Human Resources</b>
Posted seven club events and five updates	Worked on August/September Employee Newsletter
Posted 76 documents to the website	

## ATTACHMENT II: Workflow Report, September 2024

Media and Communications	Recreation
Worked on Nov./Dec. Village Breeze	Updated Recreation Department flyer
Edited, proofed, formatted documents for departments	Produced Taste of Country flyers
Proofed weekly board/committee meeting schedule	Produced October Village Bazaar registration, event flyers
Produced and sent four Friday email blasts (weekly)	Produced Laura Fremont class flyers
Produced and sent four Globe press releases (weekly)	Produced Bonanza flyers
Distributed Globe Letters to the Editor for review/advisement	Updated Mickey Dolenz Globe ads
Posted 26 Facebook posts	Produced various Recreation signage
Participated in weekly Urban Insight meetings	Produced Oktoberfest flyers
Urban Insight website development work, 44 pages created	Produced Brent Pierson information card
Living event registration and confirmation email	Equestrian Center messaging strategy meeting
60th anniversary event preparations	<b>Landscaping Services</b>
60th anniversary celebration on 9-9	Posted weekly Landscaping maintenance schedules
Maintained and updated email subscriber list	Posted water consumption trends
Information@lagunawoodsvillage.com email monitoring	<b>General Services</b>
<b>Board Relations</b>	Posted TV and movie guides
Edited/distributed three Third Mutual email blasts	Posted three trading post car lists
Edited/distributed two United Mutual email blasts (bi-weekly)	Broadband messaging strategy meeting
Produced two CEO PPT presentations	Distributed two carport cleaning notices
Produced CEO report for TV6, board meetings	<b>Community Services</b>
Produced PPT presentation for United Board	Edited, proofed Community Information Fact Sheet
Coordinated 9-20 Third New Resident Orientation	Edited, proofed, posted August Real Estate Forum FAQs
Distributed NRO confirmation/reminder emails	Posted monthly resale reports
Updated board of director photos and list on website	<b>Security Services</b>
<b>Webmaster</b>	Produced DPTF and recruitment tri-fold posters
Posted five club events and eight updates	<b>Financial Services</b>
Club webmaster assistance	Designed Fall 2024 Greenbook cover
Posted 58 documents to the website	Edited, formatted 2024 Greenbook
<b>Human Resources</b>	<b>Maintenance and Construction</b>
Distributed August/September Employee Newsletter	Produced Manor Alterations contractor flyer
Employee Service Awards photography and event assistance	Edited, formatted Manor Alterations SCAQMD document
	Posted project logs

ATTACHMENT III: iContact Report, July 2024

Date	Title	Contacts	Open	Clicks	No Info	Bounce	Smartphone	Tablet	Computer	Unsubscribe	Complain
7/1/24	Laguna Woods Village June 2024	504	57.34%	21.80%	41.47%	1.19%	8%	0%	92%	0	0
7/3/24	From the President of Third: Proposed Updates to Financial Qualifications to Purchase a Manor in Third	4,363	60.28%	6.73%	39.26%	0.46%	29%	8%	63%	3	0
7/3/24	What's Up in the Village	16,399	51.00%	37.30%	48.14%	0.86%	29%	3%	69%	6	2
7/9/24	Garden Center Newsletter - July 2024	804	71.77%	48.18%	27.61%	0.62%	39%	2%	59%	3	1
7/10/24	From the President of Third: Getting Around in Laguna Woods Without Your Own Vehicle	4,355	62.46%	8.60%	37.13%	0.41%	29%	6%	65%	3	0
7/10/24	From the President of United: How to Complain Better	3,847	67.72%	0.96%	31.38%	0.91%	20%	2%	77%	7	1
7/12/24	From the GRF President: Future Village Financial Stability, Space Planning, Make Your Voice Heard	15,790	51.58%	1.09%	47.59%	0.82%	23%	4%	73%	10	0
7/12/24	What's Up in the Village	16,379	46.65%	38.06%	52.56%	0.80%	34%	4%	62%	5	1
7/15/24	Garden Center Safety: Chemical Containers, Ladders and Trash Bins	800	71.00%	0.88%	28.25%	0.75%	52%	5%	44%	1	0
7/15/24	You Are Invited! Village Summer Real Estate Forum	504	55.16%	5.76%	43.65%	1.19%	21%	0%	79%	1	0
7/15/24	Employee Newsletter June/July 2024	333	47.75%	65.41%	52.25%	0.00%	16%	2%	83%	0	0
7/16/24	Farmers Market 2024 Needs Your Harvest Donations!	800	66.25%	6.42%	33.00%	0.75%	22%	0%	78%	0	0
7/17/24	CORRECTION: Farmers Market 2024 Needs Your Harvest Donations!	800	64.13%	4.09%	34.88%	1.00%	19%	1%	80%	0	0
7/17/24	From the President of Third: Having Trouble Obtaining an HO6 Policy?	4,354	63.57%	4.48%	36.10%	0.32%	27%	5%	68%	4	0
7/17/24	Farmers Market 2024 Donations Update	800	66.00%	0.00%	33.00%	1.00%	36%	4%	60%	2	1
7/19/24	What's Up in the Village	16,064	48.85%	42.07%	50.31%	0.83%	32%	4%	64%	4	0
7/24/24	From the President of Third: Proposed Updates to Third's Traffic Rules/Regulations	4,349	61.85%	19.26%	37.69%	0.46%	28%	7%	66%	1	1
7/24/24	From the President of United: Get Ready, Get Informed and Vote in United's Upcoming Election	3,837	63.12%	0.45%	35.94%	0.16%	28%	6%	66%	6	4
7/26/24	What's Up in the Village	16,055	42.63%	45.84%	56.56%	0.81%	40%	4%	56%	12	1
7/29/24	RSVP to the August 21 Village Summer Real Estate Forum	503	52.09%	46.32%	3.82%	1.59%	26%	0%	74%	1	0
7/29/24	VMS ENL Revitalized With Emphasis on Excellence, Development and Teamwork	40	75.00%	20.00%	25.00%	0.00%	37%	0%	63%	0	0
7/31/24	From the President of Third: Which Third Board Candidates Best Represent You?	4,347	58.62%	0.35%	41.11%	0.28%	29%	5%	66%	3	1
		Total							Averages		Totals
		116,027	59.31%	19.28%	38.03%	0.69%	28%	3%	69%	72	13



ATTACHMENT III: iContact Report, August 2024

Date	Title	Contacts	Open	Clicks	No Info	Bounce	Smartphone	Tablet	Computer	Unsubscribe	Complain
8/1/24	Laguna Woods Village July 2024	501	57.70%	20.80%	41.12%	1.20%	15%	0%	85%	0	0
8/2/24	What's Up in the Village	16,045	45.70%	40.70%	53.38%	0.90%	35%	5%	60%	10	0
8/5/24	From the VMS Board: Please Complete a Corporate Evaluation	33	57.58%	26.32%		0.00%	63%	0%	38%	0	0
8/7/24	From the President of Third: A 2025 Budget Update	4,344	61.44%	0.37%	38.24%	0.32%	22%	10%	68%	2	0
8/7/24	Garden Center 1 Parking Lot Closed All Day for Slurry Work	799	64.58%	0.00%	34.79%	0.63%	40%	2%	57%	0	0
8/7/24	From the VMS Board: Please Complete a Corporate Evaluation	33	75.76%	32.00%	24.24%	0.00%	44%	0%	56%	0	0
8/7/24	From the President of United: 5 Tips for Better Daily Living in the Co-op	3,832	61.59%	1.23%	37.37%	1.04%	39%	5%	57%	2	0
8/9/24	What's Up in the Village	16,030	46.62%	45.15%	52.58%	0.80%	37%	4%	59%	11	0
8/12/24	Don't Miss Next Week's August 21 Village Summer Real Estate Forum	501	53.49%	2.99%	45.51%	1.00%	15%	0%	85%	2	0
8/14/24	From the President of Third: Why Are Landscapers Lounging Around Our Manors?	4,351	63.27%	0.87%	36.36%	0.37%	26%	5%	69%	2	1
8/14/24	From the VMS Board: Deadline to Complete Corporate Evaluation Is Tuesday, Aug. 20	33	72.73%	29.17%	27.29%	0.00%	42%	9%	58%	0	0
8/16/24	What's Up in the Village	16,038	48.07%	51.50%	51.01%	0.92%	38%	4%	58%	5	0
8/19/24	Village Summer Real Estate Forum This Wednesday	498	52.81%	1.90%	45.98%	1.20%	24%	0%	76%	0	0
8/20/24	Garden Center Newsletter - August 2024	799	69.96%	52.42%	28.66%	1.38%	40%	3%	57%	0	0
8/21/24	From the President of United: Survey Results Are In!	3,835	60.99%	2.86%	37.97%	1.04%	30%	5%	65%	3	0
8/23/24	What's Up in the Village	16,033	48.07%	44.74%	51.00%	0.93%	36%	5%	59%	6	2
8/28/24	From the President of Third: Please Don't Plant New Fruit Trees	4,352	61.99%	1.52%	37.48%	0.53%	23%	8%	69%	4	0
8/30/24	What's Up in the Village	16,024	47.21%	46.13%	51.87%	0.92%	39%	5%	56%	5	1
		Total							Averages		Totals
		104,081	58.31%	22.26%	40.87%	0.73%	33.78%	3.89%	62.89%	52	4

ATTACHMENT III: iContact Report, September 2024

Date	Title	Contacts	Open	Clicks	No Info	Bounce	Smartphone	Tablet	Computer	Unsubscribe	Complain
9/3/24	Laguna Woods Village August 2024	515	60.58%	20.51%	38.06%	1.36%	25%	0%	75%	2	0
9/4/24	From the President of Third: Please Vote in the Current Election	4,346	60.79%	0.79%	38.73%	0.48%	24%	4%	73%	4	2
9/4/24	From the President of United: An Adult Conversation About MONEY	3,829	65.21%	3.20%	33.95%	0.84%	30%	3%	67%	6	2
9/6/24	What's Up in the Village	16,014	49.23%	45.78%	49.88%	0.89%	39%	4%	57%	7	1
9/11/24	From the President of Third: Proposed Updated Standard No. 22 - Patio and Balcony Coverings	4,340	63.99%	12.57%	35.41%	0.60%	28%	4%	68%	1	0
9/13/24	What's Up in the Village	16,009	49.63%	41.65%	49.40%	0.97%	35%	3%	62%	11	2
9/16/24	Employee Newsletter August/September 2024	378	48.41%	65.67%	51.59%	0.00%	10%	1%	89%	1	0
9/18/24	From the President of Third: Being Prepared for an Emergency/Disaster	4,342	62.67%	5.29%	36.76%	0.58%	24%	6%	70%	5	1
9/18/24	From the President of United: So, How's It Going?	3,823	63.35%	2.02%	35.78%	0.86%	32%	5%	63%	4	0
9/20/24	What's Up in the Village	16,001	49.06%	35.57%	49.98%	0.96%	34%	5%	61%	14	1
9/23/24	NEW EVENT! Laguna Woods Village Living: Community information, amenities, services and more	511	55.19%	1.77%	42.86%	1.96%	26%	0%	74%	1	0
9/25/24	Carport Cleaning Notice: October 14 to November 8	7,758	68.43%	40.80%	30.55%	1.02%	40%	3%	58%	26	2
9/27/24	What's Up in the Village	16,002	51.71%	39.79%	47.36%	0.93%	31%	4%	65%	5	0
9/30/24	Reminder Carport Cleaning Notice: October 21 to October 25	1,950	66.82%	26.09%	32.15%	1.03%	35%	7%	58%	3	1
		Total								Averages	Totals
		95,818	58.22%	24.39%	40.89%	0.89%	29.50%	3.50%	67.14%	90	12