



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

