



OPEN MEETING
THE GOLDEN RAIN FOUNDATION
MEDIA AND COMMUNICATIONS COMMITTEE
Monday, September 16, 2019, at 1:30 p.m.
Laguna Woods Village Community Center, Board Room
24351 El Toro Road, Laguna Woods, CA 92637

REPORT

MEMBERS PRESENT: Chair Joan Milliman, Directors Annie McCary, Pat English, Annette Sabol Soule, Maggie Blackwell, Lynn Jarrett, Juanita Skillman, Ryna Rothberg, Advisers Steve Carman, Sheila Bialka and Lucy Parker

MEMBERS ABSENT: None.

OTHERS PRESENT: Richard Rader - VMS

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

1. **Call to Order**
Chair Joan Milliman called the meeting to order at 1:31 p.m.
2. **Acknowledgement of Media**
Paul Ortiz from Village Television was present.
3. **Approval of the Agenda**
Agenda was approved with changing the reporting of agenda item number 9 before 8.
4. **Approval of Meeting Report from August 19, 2019**
Report was approved.
5. **Chair's Remarks**
Chair Milliman welcomed everyone.
6. **Member Comments (Items not on the Agenda)**
David Kohn 367-N was called to speak asked about Country Classics being on different channels and it being moved around. Consider adding one or two more new channels: News Max and One American News Channel.
7. **Director's and Staff Forum**
Chuck Holland explained Mr. Kohn's troubles are due to not having a set top box. Mr. Holland explained that the only way to solve the issue is to have a digital device.

In regards to the news channel he will get Mr. Kohn's information he will do the leg work

to see if he is able to get the channels. One America News Network and News Max.

REPORTS:

8. Broadband and Contracts Report - Chuck Holland

Mr. Holland gave a report on DwellingLive and the amount of calls that Resident Services are receiving. He reported that Fox Sports channel went off for four hours on Sunday and there was only one phone call received. He stated that the annual collection policy will be sent out in the annual mailer in November 2019.

Mr. Holland explained that the contracts with West Coast Internet are on hold until he is able to explore other broadband groups per the direction of GRF. He is currently working with an outside contractor to inventory what we have to determine what would be the best outcome for the Village.

Mr. Holland gave his regular report on Contract Renewals, Subscriber Counts, and Summary of Operations. Summary of Operations include: revenues, broadband services, employee compensation, materials and supplies, utilities, legal fees, outside services, repairs and maintenance, property and sales tax, cable programming, copyright, franchise, and uncollectible accounts.

9. Marketing and Communications Report - Eileen Paulin

Eileen Paulin reported on Marketing and Communications Report which included giving the committee an update of the new responsibilities taken by the MarComm Department.

Staff was directed to provide reports on New Resident Orientation and Docent Tours as to cost and see if they can be conducted less frequently.

Eileen Paulin reported on the phone books and stated that they are not in compliance and there is also a competitive phone book.

Ms Paulin will work with Tim Moy, Chair Milliman, Mr. Holland and Director Annette Soule to reach out to Farmer's Publication about updating them on the policy.

Ms. Paulin introduced the Power Point Presentation that she presented before VMS board. Which included improvements in communications through various platforms:

- What's Up in the Village
- Village Breeze
- Newsletters, calendars and event promotions
- Flyers, calendars and posters

Electronic Communications:

- Increased subscribers to more than three-quarters of residents.
- Stellar further customized to be able to quickly target and deploy emails to residents affected by unscheduled elevator or power outages, facility closures, etc.
- Regular posting of Village news and club events to the website; also generating current chyron (crawl) messaging on TV6.

Goals of improving the website:

- Searchability
- Platform change
- Resident information behind portal
- Village-wide training sessions

Collaboration with Village Television:

- Coordinating programming to assure concise, consistent messages to residents
- Preplanning all staff and board member presentations to assure messaging consistency

The new platform for the Village Breeze

- All the information you need to live in the Village delivered to your mailbox – six times a year
- Bi-monthly 64-page magazine
- Four-color, coated cover
- Recreation events and classes
- Pool and Fitness Center schedules
- Community Map (pull out)
- Transportation information
- Alterations, Landscape, Maintenance, Security, Social Services, Resident Services updates
- Important Village phone numbers
- Information from VMS staff and board directors
- Helpful articles

ITEMS FOR DISCUSSION AND CONSIDERATION:

ITEMS FOR FUTURE AGENDAS:

Report on the Phone book

CONCLUDING BUSINESS:

10. Committee Member Comments

Adviser Sheila Bialka hopes to get the phone book situation straightened out.

Adviser Lucy Parker commented it was a good meeting and would like to have the Breeze six times a year.

Adviser Steve Carmen commented it was an excellent meeting and addressed Mr. Holland to have the streaming options with the removal of Fox. It would be good to communicate the suggestions on how to stream these through You Tube.

Director Ryna Rothberg commented it was an interesting meeting and hopes to work something out with Farmers Publications.

Director Juanita Skillman stated looking at what we are doing in these meetings is interesting.

Director Maggie Blackwell thanked everyone for a good meeting.

Director Soule stated she is glad to be on the committee and thanked staff for all the hard work they do.

Director Pat English thanked Chair Milliman for a very good meeting. She would like to put the telephone books to rest.

Director Lynn Jarrett commented on CEO Jeff Parker coming out to the Garden Villa meeting to talk about technology.

Director Annie McCary stated it was a good meeting.

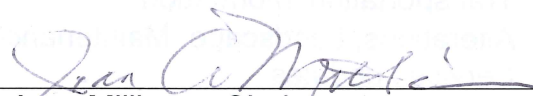
Mr. Holland stated it has been interesting to present numbers with things changing.

Chair Milliman thanked everyone and finds herself becoming an expert on streaming.

11. Date of Next Meeting - Monday, October 21, 2019, 1:30 p.m. in the Board Room

12. Adjournment

Meeting was adjourned at 3:24 p.m.



Joan Milliman, Chair
Media and Communications Committee