



OPEN MEETING
THE GOLDEN RAIN FOUNDATION
MEDIA AND COMMUNICATIONS COMMITTEE
Monday, November 18, 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 Annette Sabol Soule, Directors Pat English, Bunny Carpenter, Annie McCary, Elsie Addington, Lynn Jarrett, Juanita Skillman, Ryna Rothberg and Adviser Steve Carman.

MEMBERS ABSENT: Advisers Sheila Bialka and Lucy Parker.

OTHERS PRESENT: Beth Perak – GRF, Dick Rader – GRF, Cush Bhada – Third, Jon Pearlstone – Third and Joan Milliman – Former GRF Board Member

STAFF PRESENT: Eileen Paulin, Chuck Holland, Jackie Kupfert and Ellyce Rothrock

1. **Call to Order**
Chair Annette Sabol Soule called the meeting to order at 1:30 p.m.
2. **Acknowledgement of Media**
None.
3. **Approval of the Agenda**
Agenda was approved.
4. **Approval of Meeting Report from September 16, 2019**
Report was approved.
5. **Chair's Remarks**
Chair Soule stated she is the acting chair of today's meeting. She recognized the service of the directors of all boards and committees. She thanked and honored Joan Milliman for her service as previous chair of the Media and Communications Committee; as a member of the Community and Activities Committee and for her service on GRF. Chair Soule stated Ms. Milliman was an integral part of many programs including, but not limited to, the Village Breeze, the Centenarian project and Thrive.
6. **Member Comments (Items not on the Agenda)**
Dick Rader 270-D was called to speak regarding the nightly news program having pauses and becoming temporarily scrambled.

Director Annie McCary and Director Pat English reported having similar problems.

Mr. Holland will have staff look into the issue.

Joan Milliman 969-3E was called to speak requesting to be an advisor for Media and Communications Committee.

7. Director's and Staff Forum

None.

REPORTS:

8. Broadband and Contracts Report - Chuck Holland

Mr. Holland provided his monthly report on Contract Renewals, updating the committee on the removal of channels KCOP My 13 and KTTV Fox in December 2019. A reduction in assessments in 2019-\$19 to 2020-\$10.96 will occur. Mr. Holland reported on Subscriber Counts year to date including transition from SD to HD by the end of the first quarter, 2020. The report reflects the number of homes using the services and/or equipment. Mr. Holland mentioned if the committee wishes to discuss the financials of the contracts, it would have to be done in closed session. As of now there are 110 contracts.

Chair Soule stated the best way to communicate the savings in the removal of the Fox channels, would be to reduce columns using figures providing 2019 dollar cost and 2020 dollar cost. She inquired about financially helping residents who may not be able to afford the HD converter box. Mr. Holland deferred to the Foundation which would know of those that are need based.

Mr. Holland gave his monthly report on Proforma Broadband Services including:

- Merchandise Sales
- Broadband Services
- Miscellaneous Expenses
- Employee Compensation
- Compensation Related Expenses
- Materials and Supplies
- Utilities and Telephone
- Legal Fees
- Outside Services
- Repairs and Maintenance
- Other Operating Expenses
- Property and Sales Tax
- Cable Programing/Copyright/Franchise Fees
- Uncollectible Accounts

Chair Soule inquired as to change in the Worker's Compensation insurance. Mr. Holland stated it may have been due to reclassification with OSHA and referred questions to Human Resources.

Director Annie McCary inquired as to the overtime on weekends and is there a person available in the field. Mr. Holland stated a technician is on call for technical problems systematically, not for individual persons. Director McCary inquired as to scheduled technicians availability and long length of wait time. Mr. Holland stated many factors such as type of order, staff out of office and number of calls scheduled may hinder the availability of staff. Chair Soule inquired as to the budget line item labeled electricity. Mr. Holland answered staff is currently monitoring the usage of electricity.

Director Juanita Skillman requested staff research showing residents how to use streaming. Director Elsie Addington requested staff provide tutorials on Village TV. Advisor Steve Carman stated the Video Club is recording 30-second clips for clubs and offered help. Eileen Paulin would like the instructions of streaming to come from volunteers rather than Mr. Holland.

Director Pat English requested Mr. Holland attend a GRF meeting to inform the residents of the upcoming changes and cost savings.

Mr. Rader spoke regarding the education of streaming via the computer clubs on the third floor.

Chair Soule suggested using "savvy senior" moments on Village TV. Advisor Carman stated the monthly meeting of the Video Club is this Thursday at 6:30 p.m. at Clubhouse 2 Video Club lab with subject being the 30-second video offering.

9. Marketing and Communications Report - Eileen Paulin

Ms. Paulin provided her monthly report on Marketing and Communications stating October was very busy. This included workflow, iContact statistics, Docent Report, New Resident Orientations and significant projects. Ellyce Rothrock has been working on the website improvements. Ms. Paulin reported that Mr. Holland recently completed an excellent update to the search feature on the website. Ms. Paulin discussed the benefit of an all-board orientation program. The staff is recommending an orientation workshop for all board members after January 1.

The iContact database was reviewed. Open rates may be subjective as targeted audiences (pool users, gardeners) are more likely to open an email specific to their interest. Docent tours are going very well. Ms. Paulin had dais refer to the Docent Tour response card survey. Ms. Paulin stated Becky Jackson has been diligent in updating the CodeRED list as many emails are listed incorrectly in ICE. Mr. Holland has staff currently cleaning ICE database. Ms. Paulin stated new resident orientations are going well.

Director Skillman inquired as to adding basic mutual real estate information within the packet. Ms. Paulin stated the materials already cover this and attendees may ask for financial requirement documents at the end of the tour.

Chair Soule stated the iContact table may need modification and could there be a survey sent on what they would like to receive. Ms. Paulin stated there will be a sheet in the

annual package for those to indicate what they would like to receive. Chair Soule inquired as to the standard footer policy. Ms. Paulin stated a newer version will be available next year. Chair Soule pointed out the GRF End of Year Presentation did not occur this year.

Ms. Paulin stated this was the first year all the inserts have been standardized by MarComm. Director Skillman requested a table of contents. Ms. Paulin stated this would come from the Finance Department.

Director Rothberg would like the Towers included on future planning.

ITEMS FOR DISCUSSION AND CONSIDERATION:

10. Presentation of Trash and Recycling Communication

Ms. Paulin presented the Trash and Recycling Communication Project utilizing a PowerPoint presentation. She identified:

- Contamination by dumping
- Dumping in Third
- Contaminated recycling
- Dump and run
- Trash and recycling misinformation
- Waste Management
- Illegal dumping
- Communication barriers
- Flyers that meet the challenges
- Touchpoints: disposal sites, website, mail rooms, laundry rooms, racks, realtors, monitors, Village TV, hold messages, Sales and Leasing , Alterations and Social Services
- Wishful Recycler Campaign (quiz): Facebook, Village TV and board meetings
- Present campaigns at board meetings

Ms. Paulin reported the contract is confirmed with Memorial Care regarding the magazine. This magazine will result in enhanced communication and cost savings for Laguna Woods Village.

ITEMS FOR FUTURE AGENDAS:

None.

CONCLUDING BUSINESS:

10. Committee Member Comments

Advisor Carman stated this was a good meeting and enjoys them. He will be out of town for the next meeting.

Director Rothberg stated she feels as though the Towers are forgotten and would like to meet with Ms. Paulin regarding the Village Breeze and the upcoming magazine.

Director Skillman stated excellent meeting with lots of information disseminated.

Director Bunny Carpenter stated great meeting.

Director McCary stated Ms. Paulin presented a wonderful presentation.

Director Lynn Jarrett stated this was a great meeting and thanked Ms. Paulin for wonderful presentation which will be most valuable to the 3-story buildings.

Mr. Holland stated we are not forgetting the Towers and stated his team worked diligently to get phones working during the fires up north.

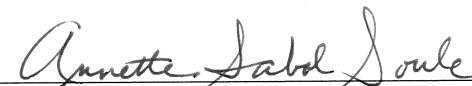
Ms. Paulin stated she is happy to meet with Director Rothberg as getting Towers content is difficult and would like to discuss what will work best to get the information to the residents at the Towers.

Chair Soule thanked all for their input and Mr. Holland and Ms. Paulin for their complete information.

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

12. Adjournment

Meeting was adjourned at 3:19 p.m.

A handwritten signature in cursive script, reading "Annette Sabol Soule", is written over a horizontal line.

Annette Sabol Soule, Interim Chair
Media and Communications Committee

