



OPEN MEETING
THE GOLDEN RAIN FOUNDATION
MEDIA AND COMMUNICATIONS COMMITTEE
Monday, December 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 Annette Sabol Soule, Directors Pat English, Beth Perak, Annie McCary, Elsie Addington, Lynn Jarrett, Juanita Skillman, Ryna Rothberg and Advisers Carmen Pacella, Tom Nash and Frank Tybor.
- MEMBERS ABSENT:** None
- OTHERS PRESENT:** Dick Rader – GRF, Jon Pearlstone – Third and Bunny Carpenter – Third
- STAFF PRESENT:** Eileen Paulin, Chuck Holland and Becky Jackson
1. **Call to Order**
Chair Annette Sabol Soule called the meeting to order at 1:34 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 November 18, 2019**
Report was approved.
 5. **Chair's Remarks**
Chair Soule stated today is the first meeting of the new GRF year and she is happy to report that she has been selected to chair this committee. She announced the non-voting advisors Carmen Pacella, Tom Nash, PhD and Frank Tybor. She stated that she feels very fortunate that each of the extremely talented volunteers has accepted.

The GRF January meeting is when the Board will vote for the non-voting advisors. Who will be seated at the next MACC meeting which will be held on Wednesday, January 22, 2020 at 9:30 a.m. in the Board Room.

Chair Soule asked everyone to make a note that the committee meets monthly in the third Monday at 1:30 p.m. in the Board Room. Martin Luther King Day is Monday, January 20 and President's Day is Monday, February 17. Meeting dates, times and locations will be determined to accommodate the holidays.

6. Member Comments (Items not on the Agenda)

Dick Rader (270-D) was called to speak and discussed marketing the Village as the community competes with newer developments. Mr. Rader suggested forming a study group and expanding the docent tours at minimal costs or creating revenue.

Director Pat English agreed with Mr. Rader and would like to see efforts to promote sales in the Village. Stated having teas or talks and invest money in these to increase sales would be beneficial.

Chuck Holland stated there are not enough real property inventories to have sales. He mentioned a task force that met three weeks ago that discussed these issues.

Eileen Paulin stated the real estate agents are the ambassadors of the Village. She mentioned the traffic on the website and the national recognition. Ms. Paulin then asked Mr. Rader to clarify what he was looking to accomplish.

Chair Soule directed Mr. Rader and Director English to put together what they would like to accomplish; the item would be moved to next month under Items for Discussion and Consideration.

7. Director's and Staff Forum

None

REPORTS:

8. Broadband and Contracts Report - Chuck Holland

Mr. Holland provided his monthly report on Contract Renewals, Subscriber Counts and Proforma Operating Statements. He described the three for the new members, stating Contract Renewals pertain to channel stations either independently or in bulk rates. Subscriber counts pertain to services the residents currently receiving. Proforma Operating Statements are the consolidated financial statements having to do with Broadband Services.

Mr. Holland started with the termination of the contract for Fox Sports Net Prime Ticket and Fox Sports Net West. He suggested residents research outside streaming services. There was also discussion that the savings of terminating these channels would not be reflected in the assessments; as the savings will be absorbed by other costs. Ms. Paulin will work on communicating this so residents are not confused as to why assessments will not be decreasing.

Mr. Holland discussed the renewal of KCOP My 13 and KTTV Fox through NCTC which provides programing at 50 cents on the dollar.

Mr. Holland presented the 2019 Subscriber Counts including the removal of standard definition and migrating to all high definition. This will decrease licensing fees and reduce equipment needs.

Mr. Holland presented the cable modem termination system. He is working on a contract with West Coast Internet pending a decision from GRF, which would have West Coast Internet pay for the materials to increase bandwidth. In turn GRF would renew their contract with West Coast Internet.

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

Mr. Holland provided additional discussion on Broadband Services financials stating that the advertising revenues increase during elections. Overall the financials have been under budget \$12,870 or 1% better than budgeted.

9. Marketing and Communications Report - Eileen Paulin

Ms. Paulin provided her monthly report on Marketing and Communications stating November was very busy. This included workflow, iContact statistics, Docent Report, New Resident Orientations and significant projects. She had highlighted the following key messages:

- OCTA I-5/EI Toro Road Interchange Project
- Laguna Hills Mall Developer Scales Back Proposal
- Transportation Changes and the new Brochure
- Third Streetlight Pilot Testing

Ms. Paulin discussed the notification of power outages and the push for getting residents to sign up for DwellingLive. She announced CEO, Jeffrey Parker, will be meeting with the presidents of GRF, Third and United regularly, and the training for the boards will commence in January 2020. Ms. Paulin announced there has been a schedule set for 2020 to have neighborhood meetings at various clubhouses to meet with residents.

These meetings will be a roundtable format and occur twice a month with staff and a board member focusing on specific topics.

Chair Soule asked Ms. Paulin to elaborate on the magazine.

Director Juanita Skillman stated she would like to have it come out more frequently.

Director Elsie Addington asked for the breakdown of cost of the current Breeze publication.

Ms. Paulin reported the current Breeze is \$4 an issue costing \$3,200 a month in printing and half the cost to print in black and white. She reminded the committee with the pending magazine all costs would be covered. She referenced Mr. Rader's comments earlier and stated the magazine would make a great marketing tool to showcase the Village.

Jon Pearlstone was called to speak and discussed the open rates on iContact in respect to the digital copy of the Breeze. He supports the magazine knowing there would be a 100% reach to residents at no cost.

Director Annie McCary stated she is excited about the magazine and reaching out to 100% of the residents.

Ms. Paulin stated there will be an editorial board comprised of the members at the dais and other residents.

ITEMS FOR DISCUSSION AND CONSIDERATION:

10. Update Committee Charter – Chair Annette Sabol Soule

Committee directed Becky Jackson to make changes to proposal in Committee's Area's of Concern items six and seven to add in the parentheses cable advertising. Other corrections agreed upon are spelling and department title changes. With the changes Director Addington made a motion to approve the updated charter; Director Beth Perak seconded it, the updated charter was approved unanimously.

ITEMS FOR FUTURE AGENDAS:

11. Marketing the Village – Director English and Mr. Rader.

CONCLUDING BUSINESS:

12. Committee Member Comments

Director Jarrett thanked Jackie Brown for doing her PowerPoint and then asked about the consultant.

Chair Soule explained the background of how GRF obtained the approval for the consultant, to review some of the services independently. She then asked Bunny Carpenter, President of GRF, where the results should go.

Ms. Carpenter replied the results should go before the Media and Communications Committee.

Director McCary thanked Broadband and MarComm.

Director English wished everyone a Merry Christmas.

Director Perak thanked Mr. Holland and Ms. Paulin for looking forward in messaging, saving money and with canceling channels.

Director Addington thanked the staff and after checking her math stated the Breeze is currently costing \$37,000 a year.

Director Skillman wished everyone happy holidays.

Director Ryna Rothberg wished everyone happy holidays.

Mr. Holland stated the Breeze costs \$38,000 a year. He stated the real estate industry is currently depressed in general, to explain the lack of sales. He brought up the gate clearance calls total 225,000 annually and consume 3,750 hours of staff time. He will work on putting together an analysis of what that costs.

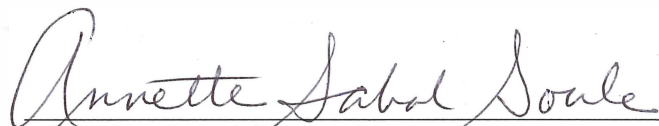
Ms. Paulin asked Director Skillman if it would be prudent to craft a message to clarify why assessments are not going down with the removal of the two channels.

Chair Soule stated it was a good meeting and thanked everyone.

11. Date of Next Meeting – Wednesday, January 22, 2019 9:30 a.m., Board Room

12. Adjournment

Meeting was adjourned at 3:31 p.m.

A handwritten signature in cursive script that reads "Annette Sabol Soule". The signature is written in dark ink and is positioned above a horizontal line.

Annette Sabol Soule, Chair
Media and Communications Committee