



**THE GOLDEN RAIN FOUNDATION
MEDIA AND COMMUNICATIONS COMMITTEE**

**Monday, February 22, 2021 - 11:30 AM
VIRTUAL MEETING
Laguna Woods Village Community Center Board Room
24351 El Toro Road**

NOTICE OF MEETING AND AGENDA

This meeting will be recorded.

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

1. Email meeting@vmsinc.org any time before the meeting is scheduled to begin or during the meeting. Include the name of the committee in the subject line of the email. You must provide your name and manor number.
2. Call 949-268-2020 beginning one half hour before the meeting begins and throughout the remainder of the meeting. You must provide your name and manor number.

1. Call to Order

2. Acknowledgement of Media

3. Approval of Agenda

4. Approval of Meeting Report – January 18, 2021

5. Chair's Remarks

6. Member Comments – Open Forum (Items Not on the Agenda)

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.

7. Director and Staff Responses to Member Comments

REPORTS:

8. Media and Communications Report – Director Eileen Paulin

9. Broadband Consultant Update – Director Eileen Paulin

ITEMS FOR DISCUSSION AND CONSIDERATION:

ITEMS FOR FUTURE AGENDAS:

CONCLUDING BUSINESS:

- 10. Committee Member Comments**
- 11. Date of Next Meeting**
- 12. Adjournment**



OPEN MEETING
THE GOLDEN RAIN FOUNDATION
MEDIA AND COMMUNICATIONS COMMITTEE
Monday, January 18, 2021, at 1:30 p.m.
Laguna Woods Village Community Center, Virtual Meeting
24351 El Toro Road, Laguna Woods, CA 92637

REPORT

MEMBERS PRESENT: Chair Joan Milliman; Directors Bunny Carpenter, Maggie Blackwell, Lynn Jarrett, Annie McCary, Elsie Addington and Ryna Rothberg; Advisors Tom Nash, Carmen Pacella, Lucy Parker and Juanita Skillman; Alternates Neda Ardani and Deborah Dotson

MEMBERS ABSENT: Advisor Theresa Frost

OTHERS PRESENT: GRF Treasurer James Hopkins and Director Jon Pearlstone; The Broadband Group's Nathan Rosenberg, Andrew Hurry, Frank Newsom, Jeff Reiman, Patrick Thibeault and Minu Youngkin

STAFF PRESENT: Eileen Paulin, Chuck Holland, Susan Logan-McCracken, Paul Ortiz and Ellyce Rothrock

1. **Call to Order**
Meeting was called to order at 1:30 p.m. and a quorum established by Chair Milliman.
2. **Acknowledgement of Media**
None present.
3. **Approval of the Agenda**
Reverse numbers 8 and 9 so The Broadband Group can present their report first. No objections. No other changes. Approved by unanimous consent.
4. **Approval of Meeting Report from December 14, 2020**
Approved by unanimous consent.
5. **Chair's Remarks**
Chair Milliman welcomed everyone and introduced new Director Maggie Blackwell. She welcomed The Broadband Group staff in attendance and announced the presentation, after which they would answer committee questions.

Chair Milliman acknowledged and commended the Media and Communications, Television Services and Information Services teams for their hard work in keeping the Village informed.

6. Member Comments -- Open Forum (Items Not on the Agenda)

No comments.

7. Director's and Staff Responses to Member Comments

None.

REPORTS

9. The Broadband Consultant Update – The Broadband Group (TBG)

Ms. Paulin introduced The Broadband Group and thanked Mr. Holland for finding this expert resource. She turned the meeting over to Nathan Rosenberg, TBG's chair, who introduced his colleagues present at the meeting.

Mr. Rosenberg referred to the full report, which was distributed to the committee prior to the meeting. He highlighted that the Village has one of the best cable systems that the company has seen in the country, that it's a valuable asset and that staff has shown its ability to run and maintain a highly complex cable system. He invited the committee to ask questions at any time during the presentation.

Mr. Rosenberg's main points were that Laguna Woods Village has a high-quality cable system that is maintained well at below-market prices by a staff that knows the system thoroughly. The community benefits today from the forward thinking decades ago. Decisions going forward should consider that same long-term view of residents to come. Cable television is becoming less important, while internet services are becoming more important.

Mr. Rosenberg also pointed out possible vulnerability of the internet service where both "internet pipes" serving Laguna Woods Village are located in the same trench on Via Campo Verde, a single point of failure. Other key risks for consideration he pointed out are in the full report.

Several committee members, other directors and residents asked questions that were answered by Mr. Rosenberg. Splitting nodes and fiber-to-the-curb were mentioned as possible solutions to extending cable services in a market where internet is overtaking cable.

Mr. Rosenberg introduced Patrick Thibeault and a discussion on network caching and streaming services ensued.

Ms. Paulin recommended engaging The Broadband Group further to help answer questions about long-term planning.

Chair Milliman said this would require an ad hoc committee to do an in-depth study and took names of volunteers at this point. The ad hoc committee included Chair Milliman, James Hopkins, Jon Pearlstone, Richard Rader, Lynn Jarrett, Annie McCary and Deborah Dotson.

Mr. Rosenberg thanked everyone for this year-long effort that was interrupted by COVID. He commended the work that went into an impressive cable system that shows craftsmanship.

Chair Milliman and Ms. Paulin thanked The Broadband Group.

8. Media and Communications Report – Director Eileen Paulin

Ms. Paulin commended Ms. Rothrock on the latest issue of the Village Breeze. Chair Milliman drew attention to the workflow report chart in the agenda packet to show the variety of work and organization-wide interaction the Media and Communications department engages in.

Ms. Paulin stated that COVID exposure notifications are recommended by our legal advisors.

Ms. Paulin stated that an all-boards training is another top priority and that virtual new resident orientations are going well.

Ms. Paulin also discussed the COVID-19 vaccination initiative with the Orange County Health Care Agency and MemorialCare. "This Day" broadcasts, Friday email blasts, online FAQs are among the communications efforts to inform residents. Media efforts include KABC, which is working with OCHCA's and MemorialCare's PR agency, Idea Hall.

ITEMS FOR DISCUSSION AND CONSIDERATION

- No items brought up or discussed

ITEMS FOR FUTURE AGENDAS

- Broadband financials
- Overview of contract renewals

CONCLUDING BUSINESS

10. Committee Member Comments

Director Carpenter said she was pleased with The Broadband Group report, which gave the committee a lot of options to work with in going forward.

Director Jarrett said she is glad to be on the ad hoc committee and on the communications committees for Third and GRF. She thanked Ms. Paulin and Chair Milliman for a good meeting.

Director Addington also thanked everyone involved for a good meeting.

Director Rothberg stated she sent a query letter for coverage in the Village Breeze magazine. Ms. Paulin said she received and will discuss this offline.

Director McCary commended the meeting, Chair Milliman, Ms. Paulin and her department, and the The Broadband Group report.

Advisor Parker stated that she was impressed with The Broadband Group report and in awe of what Ms. Paulin's department is accomplishing.

Director Pacella commended the meeting, The Broadband Group report, and the work Ms. Paulin and her department are doing.

11. Date of Next Meeting -- Monday, February 22, 2021, at 11:30 a.m.

12. Adjournment
3:10 p.m.

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

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STAFF REPORT

DATE: February 22, 2021
FOR: GRF Media and Communications Committee
SUBJECT: Marketing and Communications Activities Report – January 2021

RECOMMENDATION

Review Marketing and Communications Report.

BACKGROUND

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

DISCUSSION

The website is an ever-evolving information hub 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 in January 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, which tracks work performed by staff and a freelance graphic artist, including deadlines, content, artwork, editing, fact checking, graphic design and distribution. Trello tracked 52 projects in January. Additionally in January, Media and Communications entered 121 emails into iContact and posted 104 items on the website and microsite.

The Office of the CEO and the Department of Media and Communications work together to handle an average of 24 phone calls and 20 emails each day, totaling more than 500 calls and 400 emails per month.

Regular publications completed by the Media and Communications team in January include:

- Village Breeze electronic version linked and posted (December 2020/January 2021)
- What's Up in the Village (Friday email blast): Five editions
- COVID-19 and vaccine-related updates: Three email blasts
- Recreation updates: Three email blasts
- Third Mutual special meeting notices: Three email blasts
- Equestrian Center newsletter (January 2021)

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. When the financial packet was distributed, residents were encouraged to sign up for the email distribution list. A new feature was provided allowing residents to choose specific communications and opt out of others they preferred not to receive. Media and Communications also can send email communications to VMS employees and directors on each of the boards.

Key messages that Media and Communications delivered in January include:

- 50 New Golf Carts Leased for Golf Course
- New Schedule for Coin Exchange Program
- Lower Your Monthly Energy Bill
- The New Village Breeze Is Almost Here!
- Can We Trust Our Memories?
- Unused Wheelchair of Walker Taking Up Space?
- Driving Range, Tennis Courts Closed This Weekend
- Village COVID-19 Vaccination Program and updates
- Village Vaccination Program Questions?
- Special Report: COVID-19 Vaccination
- Beware COVID-19 Scams
- Walk-Up COVID-19 Testing
- Don't Accidentally Toss Your Stimulus!
- Third Members Receive Ballot Initiative Update
- Horse Trail Closure Rescheduled
- New Pool Hours
- United Board Welcomes Diane Casey
- View the Opening of the Oso Parkway Bridge
- Join the UCI Dialogue Society Virtual Book Club
- Choose Mindfulness for 2021
- Setting the Record Straight (response to OC Register and ABC7 regarding City of Laguna Woods' positive COVID-19 cases)
- Winners of the 'Villagers Have Holiday Cheer' decorating contest
- California Extends SoCal Stay-at-Home Order
- Need Resident Services?
- Find Local Mental Health Resources

Golden Rain Foundation of Laguna Woods
Media and Communications Committee
February 22, 2020

- Challenge Yourself in 2021
- Making Assessment Payments During COVID
- GRF Board Names New Member
- Tree, Shrub Removal I-5 Adjacent
- TV6 Movie Schedule Update
- Coronavirus and Our Community

Additionally, Media and Communications assisted other departments, staff, directors and outside agencies with the following projects in January:

- Third PowerPoint deck for Third Board President
- Village Vaccination Program strategy meetings with MemorialCare executive staff
- Third CC&R special meeting notice, results, email blast
- Third special member meeting organization, execution
- Village Vaccination Program signage
- HR PowerPoint presentation review
- Photoshop work for February/March Village Breeze cover
- CEO updates for GRF, Third and United board meetings
- Updated conditional pool reopening documents
- Daily posting of "This Day" broadcasts
- Proofed TV guide and movie schedule and posted to website
- Daily website posting
- Regular Facebook posting
- Proofed Monday meeting memo weekly
- Addressed daily multiple resident requests to be added to email blast subscriber list
- VMS annual end-of-year PowerPoint presentation
- MedComm and GM correspondence
- Posted events and updated contacts for various Village clubs
- Worked on February/March 2021 Village Breeze
- Updated printing contract for Village Breeze with Lithographix
- Held Third Communications Committee Meeting
- Worked with Towers' general manager on future Village Breeze contributions
- Edited and proofed various correspondence, memos, documents and reports for the Office of the CEO
- ABC7, OC Register COVID-19 story rebuttal
- Updated board member listings, head shots and website
- Assisted in Third special election, restating CC&Rs
- Edited and proofed documents for Third special election
- Edited and proofed documents for United special election
- Posted landscaping activities schedule to website
- Posted monthly resales reports to website
- Completed 2021 Village Breeze media kit
- Prepared and edited annual performance review form for HR
- Mailed copies of the December/January Village Breeze to residents who did not receive
- "Village Has Holiday Cheer" decorating contest campaign email blast, Facebook
- Posted GRF, Third and United litigation letters and reports to website

Tasking Completed by Village Television (TV6):

- “This Day” live six days a week focused on Village updates with two rebroadcasts each day at 12:30 p.m. and 5 p.m.
- CEO Jeff Parker on air weekly (Mondays and Fridays)
- Message board is updated daily with important community information
- Movies for residents’ enjoyment each Monday, Friday and Saturday; with and without closed captioning.
- Village Television Guide online and program descriptions on the Rovi Digital Guide.
- Special exercise classes for residents are broadcast every day of the week.
- Co-produced 4 public service announcements
- In the final stages of working with the City to transition the City channel from analog to high definition
- Produced 3 commercials for Media Services 55 clients.
- Produce over 2,500 minutes of original programming each month
- Produced MemorialCare's health show "Beyond Medicine" which is broadcast each Sunday at 6 p.m.
- Produced a number of vaccination PSA's and related programs in partnership with MemorialCare.

The Village docent tour program is offered as marketing outreach to prospective residents looking to learn more about the community. Tours are available to new residents who wish to become familiar with the community, amenities and history. Docent tours remained canceled due to the COVID-19 pandemic.

New resident orientations occur once a month for each mutual and are presented by one staff member and one board member. They are currently offered virtually and serve as another way to subscribe residents to iContact. In addition, staff continues to write letters and contact new residents via email.

FINANCIAL ANALYSIS

None

Prepared By: Eileen Paulin, Director of Media and Communications
Ellyce Rothrock, Supervisor of Media and Communications
Susan Logan-McCracken, Communications Specialist

Reviewed By: Siobhan Foster, COO

Workflow Report, January 2021

Recreation	Marketing and Communications
January 2021 Equestrian Center newsletter	Worked on February/March Village Breeze
Conditional pool reopening documents	Linked, posted Dec/Jan Village Breeze
Village Has Holiday Cheer decorating contest	Updated printing contract with Lithographix
Driving Range, Tennis Courts Closed eblast	ABC7, OC Register COVID-19 Rebuttal
Garden Centers Update eblast	01/07 Globe press releases
Clubhouse 1 Outdoor Fitness Facility eblast	01/08 Friday eblast
CH1, Outdoor Fitness Facility, Pool 1 eblast	01/14 Globe press releases
Board Relations	01/15 Friday eblast
CEO Updates: GRF, Third, United	01/21 Globe press releases
Third CC&R special meeting, results	01/22 Friday eblast
Held Third Communications Committee Mtg	01/28 Globe press releases
Third special election documents	01/29 Friday eblast
United special election documents	2021 Village Breeze media kit
CEO correspondence	Mail Village Breeze to residents nondelivered
PPT presentations for various directors	Daily web COVID-19 county counts
Worked with Towers on VB contributions	Village-wide signage
VMS 2020 accomplishments PPT presentation	MACC activities report, agenda, minutes
Updated board member listings on website	Proofing Monday Memo
Posted GRF, Third and United litigation letters	Regular Facebook posting
Human Resource Services	Convert PDF to Word docs for various depts
PowerPoint presentation review	Village Television
Prepare annual performance review form	This Day live six days a week
Maintenance & Construction	CEO Jeff Parker on air twice weekly
Manor Alterations website project	Message boards updated daily
Sales and Leasing	Movies Mondays, Fridays, Saturdays
Posted monthly real estate sales reports	TV Guide online, Rovi Digital Guide
Social Services	Special daily exercise classes for residents
Village Vaccination Program coordination	Co-produced four PSAs
Village Vaccination Program signage	City channel transition to high definition
Resident Services	Three Media Services 55 client commercials
Daily resident correspondence, emails	2,500 minutes of original programming
Fielding resident requests related to Media	Health show, vaccine PSAs w/MemorialCare
Landscaping Services	Webmaster
Landscape Maintenance Schedules	Posted 104 Items to the website

iContact Report, January 2021

Date	Title	Contact	Open	Bounce	No Info	Clicked	Smartphone	Tablet	Computer	Unsubscribe	Complain
01/04/21	Laguna Woods Village Update	15,220	55.2%	0.1%	44.7%	4%	57%	5%	37%	7	4
01/04/21	Important Notice for Clubhouse 1	248	74.6%	1.2%	24.2%	5%	50%	8%	42%	0	0
01/05/21	Jan. 2021 Equestrian Center Newsletter	35	68.6%	0.0%	31.4%	54%	39%	2%	59%	0	0
01/08/21	What's Up in the Village	15,411	49.1%	0.1%	50.7%	36%	48%	6%	46%	4	1
01/11/21	CH1 Outdoor Fitness Facility, Garden Ctr	15,209	52.2%	0.1%	47.7%	2%	52%	6%	42%	7	4
01/14/21	Garden Centers Update	350	68.9%	0.0%	31.1%	1%	53%	3%	44%	0	0
01/15/21	What's Up in the Village	15,423	58.2%	0.1%	41.7%	42%	48%	5%	46%	13	3
01/19/21	Driving Range, Tennis Courts Closed	15,235	53.4%	0.1%	46.4%	12%	55%	5%	40%	6	3
01/22/21	Results of CC&R Ballot, Special Members Mtg	8,507	60.1%	0.3%	39.6%	1%	55%	4%	40%	6	2
01/22/21	What's Up in the Village	15,436	58.7%	0.1%	41.2%	40%	48%	6%	46%	15	7
01/23/21	You Have a Vaccine Appointment	998	75.5%	0.3%	24.2%	11%	51%	8%	41%	1	1
01/25/21	Third Mutual Members Special Meeting Notice	8,467	56.1%	0.3%	43.6%	1%	56%	6%	38%	8	3
01/26/21	Third Mutual Members Invitation Link	8,458	52.3%	0.3%	47.4%	4%	47%	5%	48%	7	2
01/29/21	What's Up in the Village	15,446	51.0%	0.1%	48.8%	37%	50%	7%	44%	9	0
			Averages							Totals	
			59.6%	0.2%	40.2%	18%	51%	5%	44%	83	30

New Resident Orientations Year to Date

United Mutual

Date	Attendance	Director
Wednesday, January 13, 2021	20	Addington
Friday, February 05, 2021		
Wednesday, March 10, 2021		
Friday, April 02, 2021		
Wednesday, May 12, 2021		
Friday, June 04, 2021		
Wednesday, July 14, 2021		
Friday, August 06, 2021		
Wednesday, September 08, 2021		
Friday, October 01, 2021		
Wednesday, November 10, 2021		
Friday, December 03, 2021		
	20	

Third Mutual

Date	Attendance	Director
Friday, January 15, 2021	18	McCary
Wednesday, February 17, 2021		
Friday, March 19, 2021		
Wednesday, April 21, 2021		
Friday, May 21, 2021		
Wednesday, June 16, 2021		
Friday, July 16, 2021		
Wednesday, August 18, 2021		
Friday, September 17, 2021		
Wednesday, October 20, 2021		
Friday, November 19, 2021		
Wednesday, December 15, 2021		
	18	



STAFF REPORT

DATE: February 22, 2021
FOR: GRF Media and Communications Committee
SUBJECT: Broadband Services Update

RECOMMENDATION

Receive and file report.

BACKGROUND

Regular monthly reports are submitted to the Media and Communications Committee (MACC) for review. Included in this staff report are the subscriber counts.

DISCUSSION

The Broadband Services Division, including TV Operations, TV studio, media services, high-speed internet and digital services, are a part of the Media and Communications Department. Eileen Paulin, Director of Media and Communications, will be providing Broadband Services updates on an ongoing basis.

FINANCIAL ANALYSIS

None

Prepared By: Susan Logan-McCracken, Communications Specialist

Reviewed By: Eileen Paulin, Director of Media and Communications

ATTACHMENTS(S)

- i. Subscriber Counts
- ii. Contract Renewals
- iii. Proforma

**Subscriber Counts
January 2020 - January 2021**

	JAN	FEB	MAR	APR	MAY	JUN	JULY	AUG	SEPT	OCT	NOV	DEC	JAN
Subscriber Counts													
Digital Subscribers	6848	6851	6811	6814	6812	6815	6812	6812	6812	6829	6853	6841	6828
Set-Top Boxes													
DVR's	5812	5809	5783	5764	5756	5749	2736	5740	5736	5718	5715	5683	5661
Standard	333	236	131	104	26	1	1	1	1	0	0	0	0
HD Standard's	2025	2029	2034	2036	2045	2043	2043	2037	2027	2026	2024	2011	2001
TiVo MG2's	415	424	427	436	443	452	455	468	476	487	506	520	524
TiVo Qi3's	440	450	452	459	467	472	472	476	481	494	510	525	533
DTA's	339	337	337	335	332	332	332	305	210	202	202	202	195
HD Converter's	1391	1492	1576	1613	1677	1709	1709	1721	1745	1763	1799	1806	1827
Pay-TV													
HBO	871	861	860	857	860	859	859	847	842	839	842	833	815
Cinemax	114	115	120	115	115	116	116	116	117	112	110	110	111
Showtime	242	428	427	426	430	426	426	414	411	417	411	417	411
Starz/Encore	271	293	296	297	293	289	289	278	277	280	280	277	273
PBC	16	19	18	20	18	19	19	17	17	18	17	15	18
International Ch.													
TV Asia	1	1	1	1	1	1	1	1	1	1	1	1	1
CTI-Zhong Tian	14	14	14	14	14	14	14	15	15	14	14	14	14
The Filipino Channel	42	41	42	43	40	39	39	35	34	33	31	31	30
CCTV4	8	8	8	8	8	8	8	8	8	8	8	8	8
Channel One Russia	10	10	10	10	10	10	11	10	10	9	11	9	9
tvK	11	11	11	11	11	11	11	12	11	11	11	11	10
TV5Monde	23	24	24	23	24	24	26	26	25	25	25	25	25
RAI Italia	8	8	8	9	9	9	9	9	9	9	9	10	11
TV Japan	51	50	50	51	51	53	54	54	55	55	55	55	26
Total International	168	167	168	170	168	169	173	170	168	165	165	164	134
High Speed Data													
High Speed Data	10116	10181	10190	10200	10217	10241	10271	10303	10350	10364	10401	10463	10446

Contract Renewals January 2021

Network Name	Expiration	Renewal Thru				Channel #	Subcount	2019 Rate	2020 Rate	Increase %	2021 Rate	Increase %
Scripps Network / Discovery Network	12/31/2021	10/31/2024										
Discovery remains the same												
DIY converts to Magnolia in 2021												
NCTC / TiVo	3/31/2021	3/31/2024										
License Fee		4/1/2021	DVR Subs	\$3.44			527		\$3.38940		\$ 3.44000	1.49%
			Non-DVR Subs	\$2.21					\$2.21876		\$ 2.21876	0.00%
CSPAN - Auto Renewal every 2 yrs	4/1/2021	3/31/2023	2% increase each year slated to renew			19	3220	\$ 0.06026	\$ 0.06030	0.07%	\$ 0.06031	0.02%
Fox College Sports	1/1/2021	12/31/2023	2% increase each year			307-309	6368	\$ 0.55816	\$ 0.64190	15.00%	\$ 0.56980	-11.23%
Olympusat goes ad free 1/1/2021												
Starz	2/28/2021					550-562	273	\$ 6.56614	\$ 6.59370	0.42%	\$ 6.68860	1.44%
Tennis Channel	12/31/2023		5% increase			302	3220	\$ 0.22350	\$ 0.30100	34.68%	\$ 0.38550	28.07%
Sportsman Channel	2/28/2021					301	3220	\$ 0.07570	\$ 0.07870	3.96%	\$ 0.08000	1.65%
Jewelry Channel	3/31/2021	3/31/2024				20	3220	\$ -	\$ -	0.00%	\$ -	0.00%

Golden Rain Foundation of Laguna Woods
Proforma Broadband Services Summary of Operations
1/31/2021

	Media and Communications Admin	Cable TV Network	TV Studio	Media Services	Internet Service	YTD	YTD
	WC 010	WC 020	WC 030	WC 040	WC 050	ACTUAL	BUDGET
Revenues:							
Non-Assessment Revenues:							
Merchandise Sales							
41503500 - Merchandise Sales - Broadband	\$0	\$1,814	\$0	\$0	\$0	\$1,814	\$2,583
Total Merchandise Sales	0	1,814	0	0	0	1,814	2,583
Broadband Services							
45001000 - Ad Insertion	0	0	0	29,517	0	29,517	58,333
45001500 - Premium Channel	0	28,104	0	0	0	28,104	33,333
45002000 - Cable Service Call	0	6,670	0	0	0	6,670	8,333
45002500 - Cable Commission	0	0	0	0	0	0	7,499
45003000 - High Speed Internet	0	0	0	0	145,534	145,534	145,833
45003500 - Equipment Rental	0	155,458	0	0	350	155,808	159,033
45004000 - Video Production	0	0	9,150	0	0	9,150	3,750
45004500 - Video Re-Production	0	0	0	0	0	0	125
45005000 - Message Board	0	0	3,150	0	0	3,150	1,666
45005500 - Advertising	0	0	1,375	0	0	1,375	3,416
Total Broadband Services	0	190,232	13,675	29,517	145,884	379,308	421,321
Miscellaneous							
47001500 - Late Fee Revenue	0	261	0	0	0	261	458
Total Miscellaneous	0	261	0	0	0	261	458
Total Non-Assessment Revenue	0	192,307	13,675	29,517	145,884	381,383	424,362
Expenses:							
Employee Compensation							
51011000 - Salaries & Wages - Regular	25,119	35,581	27,343	24,502	0	112,546	137,972
51041000 - Wages - Overtime	0	727	16	44	0	787	1,374
51061000 - Holiday & Vacation	1,318	5,946	1,859	411	0	9,534	8,076
51071000 - Sick	0	3,484	0	0	0	3,484	3,294
51091000 - Missed Meal Penalty	0	223	0	0	0	223	276
51981000 - Compensation Accrual	1,318	1,504	1,354	428	0	4,605	0
Total Employee Compensation	27,755	47,465	30,572	25,385	0	131,179	150,992
Compensation Related							
52411000 - F.I.C.A.	1,864	3,406	2,130	1,865	0	9,265	11,425
52421000 - F.U.I.	128	258	146	66	0	598	701
52431000 - S.U.I.	873	1,763	1,001	452	0	4,089	3,504
52451000 - Workers' Compensation Insurance	0	319	0	0	0	319	3,908

52461000 - Non Union Medical & Life Insurance	4,943	3,889	2,952	697	0	12,482	12,085
52481000 - Non-Union Retirement Plan	268	887	842	998	0	2,995	4,624
52981000 - Compensation Related Accrual	273	555	553	428	0	1,809	0
Total Employee Compensation and Related	8,349	11,077	7,624	4,506	0	31,556	36,247
Materials and Supplies							
53001000 - Materials & Supplies	323	4,528	457	28	0	5,335	5,602
53004000 - Freight	0	390	0	4	0	394	125
Total Materials and Supplies	323	4,918	457	32	0	5,729	5,727
Utilities and Telephone							
53301000 - Electricity	0	17,127	0	0	0	17,127	11,646
Total Utilities and Telephone	0	17,127	0	0	0	17,127	11,646
Legal Fees							
53401500 - Legal Fees	0	0	0	0	0	0	208
Total Legal Fees	0	0	0	0	0	0	208
Outside Services							
53601500 - Credit Card Transaction Fees	0	8,727	0	147	0	8,874	7,216
53704000 - Outside Services	0	47,354	1,530	0	0	48,884	64,986
Total Outside Services	0	56,081	1,530	147	0	57,757	72,202
Repairs and Maintenance							
53701000 - Equipment Repair & Maint	0	19,510	0	0	0	19,510	1,461
Total Repairs and Maintenance	0	19,510	0	0	0	19,510	1,461
Other Operating Expense							
53801000 - Mileage & Meal Allowance	0	0	0	0	0	0	351
53801500 - Travel & Lodging	0	0	0	0	0	0	83
53802000 - Uniforms	0	124	0	0	0	124	291
53802500 - Dues & Memberships	0	298	0	0	0	298	394
53803000 - Subscriptions & Books	0	0	0	0	0	0	8
53803500 - Training & Education	0	0	0	0	0	0	312
53804000 - Staff Support	0	0	0	0	0	0	125
53901500 - Volunteer Support	0	0	0	0	0	0	383
54502500 - Cable Promotions	0	0	0	0	0	0	291
Total Other Operating Expense	0	422	0	0	0	422	2,238
Property and Sales Tax							
54301500 - State & Local Taxes	0	130	0	0	0	130	16
Total Property and Sales Tax	0	130	0	0	0	130	16
Cable Programming/Copyright/Franchise							
54501000 - Cable - Programming Fees	0	331,544	0	0	0	331,544	312,673
54502000 - Cable - City of Laguna Woods Franchise Fees	0	36,143	3,623	6,241	0	46,007	3,916
Total Cable Programming/Copyright/Franchise	0	367,687	3,623	6,241	0	377,552	316,589
Uncollectible Accounts							
54602000 - Bad Debt Expense	0	0	0	0	0	0	1,269

Total Uncollectible Accounts	0	0	0	0	0	0	1,269
Total Expenses	36,427	524,417	43,806	36,311	0	640,964	598,595
Net Revenue/(Expense)	(\$36,427)	(\$332,110)	(\$30,131)	(\$6,794)	\$145,884	(\$259,581)	(\$174,233)

Golden Rain Foundation of Laguna Woods
Proforma Broadband Services Summary of Operations
12/31/2020

	Media and Communications Admin WC 010	Cable TV Network WC 020	TV Studio WC 030	Media Services WC 040	Internet Service WC 050	YTD ACTUAL	YTD BUDGET
Revenues:							
Non-Assessment Revenues:							
Merchandise Sales							
41503500 - Merchandise Sales - Broadband	\$0	\$17,125	\$0	\$0	\$0	\$17,125	\$31,300
Total Merchandise Sales	0	17,125	0	0	0	17,125	31,300
Clubhouse Rentals and Event Fees							
42502000 - Clubhouse Event Fees - Residents	0	(20)	0	0	0	(20)	0
42502500 - Clubhouse Event Fees - Non Residents	0	776	0	0	0	776	0
Total Clubhouse Rentals and Event Fees	0	756	0	0	0	756	0
Broadband Services							
45001000 - Ad Insertion	0	0	0	823,585	0	823,585	985,000
45001500 - Premium Channel	0	349,239	0	0	0	349,239	400,000
45002000 - Cable Service Call	0	83,229	0	0	0	83,229	99,670
45002500 - Cable Commission	0	93,870	0	0	0	93,870	57,000
45003000 - High Speed Internet	0	0	0	0	1,692,744	1,692,744	1,600,000
45003500 - Equipment Rental	0	1,859,387	0	0	8,050	1,867,437	1,868,000
45004000 - Video Production	0	0	49,004	0	0	49,004	50,000
45004500 - Video Re-Production	0	0	297	0	0	297	2,000
45005000 - Message Board	0	0	23,100	0	0	23,100	19,000
45005500 - Advertising	167,876	0	35,974	0	0	203,850	38,000
Total Broadband Services	167,876	2,385,725	108,375	823,585	1,700,794	5,186,355	5,118,670
Miscellaneous							
47001500 - Late Fee Revenue	0	5,144	0	0	0	5,144	5,800
49009000 - Miscellaneous Revenue	0	19	0	0	0	19	0
Total Miscellaneous	0	5,163	0	0	0	5,163	5,800
Total Non-Assessment Revenue	167,876	2,408,769	108,375	823,585	1,700,794	5,209,399	5,155,770
Expenses:							
Employee Compensation							
51011000 - Salaries & Wages - Regular	298,055	592,549	333,778	208,138	0	1,432,520	1,361,141
51041000 - Wages - Overtime	234	7,496	1,993	1,479	0	11,202	27,000
51061000 - Holiday & Vacation	33,673	60,741	37,334	12,912	0	144,659	102,393
51071000 - Sick	2,450	12,707	2,443	814	0	18,415	41,765
51091000 - Missed Meal Penalty	44	2,136	822	126	0	3,129	1,900
51101000 - Temporary Help	0	0	0	0	0	0	500
51981000 - Compensation Accrual	(836)	(18,078)	(11,787)	(3,018)	0	(33,718)	0
Total Employee Compensation	333,620	657,551	364,583	220,451	0	1,576,206	1,534,699

Compensation Related

52411000 - F.I.C.A.	23,177	49,099	27,838	15,049	0	115,163	115,155
52421000 - F.U.I.	80	462	273	84	0	899	1,488
52431000 - S.U.I.	547	3,157	1,867	574	0	6,145	6,908
52451000 - Workers' Compensation Insurance	2,370	33,330	3,526	1,932	0	41,158	43,712
52461000 - Non Union Medical & Life Insurance	46,586	59,466	33,234	7,991	0	147,278	151,737
52481000 - Non-Union Retirement Plan	2,572	14,097	11,847	8,198	0	36,714	58,367
52981000 - Compensation Related Accrual	(90)	(2,623)	(2,520)	(348)	0	(5,581)	0
Total Employee Compensation and Related	75,242	156,988	76,065	33,480	0	341,777	377,367

Materials and Supplies

53001000 - Materials & Supplies	691	32,781	3,547	2,389	0	39,409	47,665
53004000 - Freight	0	228	68	13	0	309	0
Total Materials and Supplies	691	33,009	3,615	2,402	0	39,718	47,665

Utilities and Telephone

53301000 - Electricity	0	143,400	0	0	0	143,400	124,400
Total Utilities and Telephone	0	143,400	0	0	0	143,400	124,400

Legal Fees

53401500 - Legal Fees	0	0	0	0	0	0	2,500
Total Legal Fees	0	0	0	0	0	0	2,500

Outside Services

53601500 - Credit Card Transaction Fees	0	89,119	0	5,003	0	94,122	77,500
53602500 - Licensing Fees	0	0	0	3,500	0	3,500	5,900
53704000 - Outside Services	105,919	520,058	83,926	1,447	0	711,351	661,906
Total Outside Services	105,919	609,177	83,926	9,950	0	808,973	745,306

Repairs and Maintenance

53701000 - Equipment Repair & Maint	0	23,066	1,963	96	0	25,125	35,232
53702500 - Building Repair & Maint	0	290	0	0	0	290	0
Total Repairs and Maintenance	0	23,356	1,963	96	0	25,415	35,232

Other Operating Expense

53801000 - Mileage & Meal Allowance	0	0	0	1,042	0	1,042	3,575
53801500 - Travel & Lodging	0	0	0	0	0	0	6,000
53802000 - Uniforms	0	1,707	0	0	0	1,707	3,368
53802500 - Dues & Memberships	0	3,188	0	0	0	3,188	3,550
53803000 - Subscriptions & Books	0	0	0	0	0	0	100
53803500 - Training & Education	0	0	0	0	0	0	1,100
53901500 - Volunteer Support	663	0	0	0	0	663	100
54002000 - Postage	18,018	0	0	0	0	18,018	0
54502500 - Cable Promotions	0	0	0	0	0	0	3,500
Total Other Operating Expense	18,681	4,895	0	1,042	0	24,617	21,293

Property and Sales Tax

54301500 - State & Local Taxes	0	1,232	21	0	0	1,253	200
54302000 - Property Taxes	37	0	0	0	0	37	0
Total Property and Sales Tax	37	1,232	21	0	0	1,290	200

Cable Programming/Copyright/Franchise

54501000 - Cable - Programming Fees	0	3,536,870	0	0	0	3,536,870	3,500,000
54501500 - Cable - Copyright Fees	0	0	0	0	0	0	67,000
54502000 - Cable - City of Laguna Woods Franchise Fees	0	202,853	14,773	37,559	0	255,185	291,648
Total Cable Programming/Copyright/Franchise	0	3,739,723	14,773	37,559	0	3,792,055	3,858,648
Uncollectible Accounts							
54602000 - Bad Debt Expense	0	1,416	0	0	0	1,416	15,250
Total Uncollectible Accounts	0	1,416	0	0	0	1,416	15,250
Total Expenses	534,190	5,370,747	544,946	304,980	0	6,754,868	6,762,560
Net Revenue/(Expense)	(\$366,314)	(\$2,961,978)	(\$436,571)	\$518,605	\$1,700,794	(\$1,545,469)	(\$1,606,790)