

OPEN MEETING

REGULAR MEETING OF THE GOLDEN RAIN FOUNDATION MEDIA AND COMMUNICATIONS COMMITTEE*

Wednesday, February 22, 2023 - 1:30 p.m. Board Room / Virtual Meeting

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

- 1. Join the committee meeting via a Zoom link at https://us06web.zoom.us/j/82817619487 or by calling 669-900-6833 Access Code: 828-1761-9487.
- 2. Submit comments or questions via email to meeting@vmsinc.org any time before the meeting is scheduled to begin or during the meeting. Please use the name of the committee in the subject line of the email. Name and unit number must be included.

NOTICE AND AGENDA

THIS MEETING MAY BE RECORDED

- 1. Call to Order
- 2. Acknowledgment of Media
- 3. Approval of the Agenda
- 4. Approval of Meeting Report for January 16, 2023
- 5. Chair's Remarks
- 6. Member Comments

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. Members may speak on subjects not on the agenda, but under this committee's jurisdiction. Member comments are limited to three minutes.

Items for Discussion:

- 7. Media and Communications Report Eileen Paulin
- 8. Broadband Ad Hoc Committee Report Eileen Paulin
- 9. Website Ad Hoc Committee Report Ellyce Rothrock
- 10. Broadband Services Report Paul Ortiz

Items for Future Agendas:

• Focus Group Report

Concluding Business:

- Committee Member Comments
- Date of Next Meeting: Monday, March 20, at 1:30 p.m.

Recess to Closed Session:

- Discuss contractual matters
- Adjourn

^{*}A quorum of the GRF board or more may also be present at the meeting.





OPEN MEETING

REGULAR MEETING OF THE GOLDEN RAIN FOUNDATION MEDIA AND COMMUNICATIONS COMMITTEE

Monday, January 16, 2023 – 1:30 p.m. Board Room / Virtual Hybrid Meeting

REPORT

Members Present: Chair Joan Milliman; Directors Elsie Addington, Margaret Bennett, Maggie Blackwell, James Cook, Anthony Liberatore, Cris Prince; Alternates Deborah Dotson, Peter Sanborn, Moon Yun; Advisors Catherine Brians, Tom Nash, Lucy Parker

Members Absent: Advisors Theresa Frost (excused), Carmen Pacella (excused)

Others Present: Debbie Allen, Bunny Carpenter, Richard Rader, Doug Rook,

Juanita Skillman, Sally Sunderhaus

Staff Present: Eileen Paulin, Paul Ortiz, Susan Logan-McCracken

1. Call to Order

The meeting was called to order at 1:30 p.m. and a quorum was established by Chair Milliman.

2. Acknowledgement of Media

None present.

3. Approval of Agenda

Approved by unanimous consent.

4. Approval of Report for November 21, 2022

Approved by unanimous consent.

5. Chair's Remarks

Chair Milliman distributed the GRF Media and Communications Committee Charter and requested that committee members read the document. She highlighted the general duties of all standing committees as well as specific duties for this committee, including the programming contract renewals.

6. Member Comments

There were no member comments during this portion of the meeting.

Items for Discussion

7. Media and Communications Report – Eileen Paulin

Ms. Paulin presented "VMS Media and Communications Department" slides giving updates on work centers 10 (Media and Communications), 20 (Cable TV Network), 30 (TV Studio), 40 (Media Services) and 50 (Internet Service). In the presentation, she highlighted:

- "What's Up in the Village" email blast analytics
- Website analytics and visitor demographics
- Focus group results overview
- Decreasing premium movie channel subscriptions
- Increasing programming costs
- Contracts that expire in 2023
- Media Services 55
- Internet Service
- 2023 key initiatives

Advisor Brians asked what can be tracked on the "What's Up in the Village" email blast. Ms. Paulin stated that what subscribers click on, the most popular articles and more can be tracked

Director Moon asked about a chat function on the website. Ms. Paulin discussed why we do not have that at this time.

Member Sally Sunderhaus commented on Broadband Services, West Coast Internet and internet speeds. Mr. Ortiz commented on TiVo and a discussion ensued.

8. Broadband Ad Hoc Committee Report - Eileen Paulin

Ms. Paulin presented "The Future of Broadband in Laguna Woods Village" slides, highlighting:

- A timeline of broadband in Laguna Woods Village
- Three Broadband Services scenarios under investigation and financial analysis

Chair Milliman announced that the next Broadband Ad Hoc Committee meeting is on Tuesday, January 24, at 10 a.m.

9. Website Ad Hoc Committee Report – Eileen Paulin

Ms. Paulin reported that all RFPs have been received and discussed website project objectives:

- A better website with searchable database
- A comprehensive, all-encompassing Village calendar

Chair Milliman announced that the next Website Ad Hoc Committee meeting is on Tuesday, January 31, at 10 a.m.

10. Broadband Services Report - Paul Ortiz

Mr. Ortiz reported on year-end subscriber counts and 2023 expiring contracts. Discussion ensued.

Director Dotson announced that the February "Let's Talk Tech" show will cover internet speeds and what speed viewers need for what they have. The March show will discuss what constitutes streaming with a demonstration on the studio television. The program airs on TV6 Tuesdays at 2 p.m. and Fridays at 10:30 a.m. and will be available on demand on Village Television's YouTube channel.

Mr. Ortiz announced that he would be speaking at the Thursday, January 19, Video Club on the future of broadband in Laguna Woods Village and a history of the fiber system installed in 1999.

Director Addington asked how long it would take to upgrade the infrastructure. Mr. Ortiz discussed a potential timeframe. A discussion ensued.

Items for Future Agendas

Report on the focus groups

Concluding Business

Committee Member Comments

Chair Milliman commended today's meeting and gave upcoming meeting dates for the ad hoc committees.

Director Moon commended the meeting and presentations.

Ms. Paulin thanked Broadband technicians who went out in the rain at night during the power outage. Mr. Ortiz added that two technicians were working from 8 a.m. to 8 p.m. Director Blackwell recommended promoting their hard work in the Village.

Director Dotson commended the meeting.

Director Blackwell recommended educational PSAs on use of fire extinguishers. A discussion ensued.

Date of Next Meeting – Wednesday, February 22, 2023, at 1:30 p.m.

Adjournment

Chair Milliman adjourned the meeting at 2:45 p.m.

Joan Milliman, Chair

Media and Communications Committee

Joan Milliman / SLM





STAFF REPORT

DATE: February 22, 2023

FOR: GRF Media and Communications Committee

SUBJECT: Media and Communications Activities Report – January 2023

RECOMMENDATION

Review Media 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 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 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.

<u>Trello tracked 76 projects in January. Media and Communications</u>
<u>subscribed 376 email addresses into iContact in January. Staff posted 105 items to the website in January</u>.

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

- Village Breeze: January/February edition
- What's Up in the Village (Friday email blast): Four editions
- Weekly press releases for the Globe: Four weeks
- Third Mutual email blasts: Two editions
- Garden Center email blast: One edition
- Spring Real Estate Forum email blast: One edition
- Waste Management email blast: One edition

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. Residents can choose specific communications and opt out of others they prefer not to receive. Media and Communications also sends email communications to VMS employees and directors on each of the boards.

Key messages that Media and Communications delivered in January include:

- Art Affair in the Village
- Village Bazaar Is Tomorrow; Village Bazaar This Month
- January Mulch Days Are Here; 2023 Community Mulch Days
- Temporary Interference (Broadband satellite maintenance)
- Always Carry Your Village ID
- March 20 Paint and Pour
- Jan. 16 Paint and Pour
- Knock Three Times (Tony Orlando at the PAC)
- Love Is in the Air (Valentine's Day dinner/dance)
- New January/February Village Breeze
- Landscaping Patrol During Big Storms
- Rental and Fee Invoices
- Clarifying Gate 12 Access; Gate 12 Access
- Keep Your Community Calendar Current
- United Landscape Committee Meeting
- Don't Miss January Landscape Committee Meetings
- Congrats to the 2022 Lap Challenge Winners! (2023 challenge announcement)
- Monday Movies Are Back at the PAC
- AARP Offers Smart Driver Course Refresher
- Brisket Buffet
- Browse in Your Native Tongue
- Last Day to Recycle Christmas Trees
- What You Need to Know About HO6
- Play Table Tennis Longer
- Gridiron Afternoon (college football national championship at Clubhouse 5)

- United Board Seeks Lending Experts
- VMS Board Seeks United Member Candidates
- Call for Third Mutual Board Candidates
- TV6 Weekly Featured Movies
- Village Meeting Calendar

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

- Appeared on Village Television for the Laguna Woods Art Association
- Organized Laguna Woods Art Association returns and intake
- Designed Laguna Woods Art Association brochure
- Organized Laguna Woods Art Association reception
- Produced AARP Smart Driver new students flyer for Recreation
- Produced AARP Smart Driver refresher course flyer for Recreation
- Produced Tony Orlando show flyer for Recreation
- Produced March Paint and Pour flyer for Recreation
- Produced January Paint and Pour flyer for Recreation
- Produced PAC Monday Movies flyer for Recreation
- Produced Saturday Night Dance flyer for Recreation
- Produced Valentine's Day flyer for Recreation
- Produced Super Bowl flyer for Recreation
- Drafted Equestrian Center response to Globe letter for Recreation
- Edited and formatted Village Games packet for Recreation
- Produced fall prevention series flyers for Social Services
- Updated dementia support group flyer for Social Services
- Produced optimal aging flyer for Social Services
- Produced mobility and stability session flyers for Social Services
- Designed door hanger for Maintenance and Construction
- · Edited, updated and formatted KPI documents for Finance
- Produced compostable bag campaign flyer and banner for General Services
- Created special email subscriber list and sent blast for General Services
- Produced real estate forum flyer for Community Services
- Drafted real estate email message for Community Services
- Designed Community Services notepad
- Created Community Services feedback cards
- Edited and formatted United town hall response
- Completed January/February Village Breeze
- Worked on March/April Village Breeze
- Appeared on Village Television to promote the Village Breeze
- Created landing page for, linked and posted January/February Village Breeze
- Reviewed and ranked potential website provider proposals
- Organized new resident orientations for Third Mutual and United Mutual
- Organized four docent tours
- Produced GRF president's presentation for the Garden Villa Association
- Created fillable evaluation form for VMS board

- Edited, proofed, formatted various documents for CEO and departments
- Produced board and Village Television presentations for department directors
- Produced board and Village Television presentations for board directors
- Met with and trained club webmasters
- Edited, formatted and proofed various letters and notices for all departments
- Posted 12 resales documents for Third Mutual and United Mutual
- Posted various club events for Village clubs
- Posted weekly projected schedules for Landscaping Services
- Edited and posted Village Television programming and movie guides
- Created regular Facebook posts
- Created agenda, packet materials and report, and organized Media and Communications Committee open and closed meetings
- Organized Broadband Ad Hoc Committee meetings
- Organized Website Ad Hoc Committee meeting
- Proofed weekly upcoming meetings documents
- Created numerous tennis court, fitness center and other signs for Recreation

Tasking completed by Village Television (TV6) in January:

- "This Day" aired live six days a week and focused on Village updates with two rebroadcasts each day at 12:30 p.m. and 5 p.m.
- CEO/GM Siobhan Foster or VMS directors appeared on Village Television weekly
- The popular "Trading Post" aired Monday and Wednesday at 10 a.m. and 5:30 p.m.
- The message board was updated daily with important community information
- Movies for residents' enjoyment were broadcast each Monday, Friday and Saturday with closed captioning
- The Village Television guide was posted online and program descriptions were included on the digital guides
- Special exercise classes for residents were broadcast daily
- Produced a new "Let's Talk Tech" with Debbie Dotson
- Produced a number of City Council Meetings for the City of Laguna Woods
- Produced a new "Social Security in Action" show with Jeffrey Rodriquez
- Producing a new "Beyond the Red Carpet" show with Francine Brokaw
- Paul Ortiz presented "The Future of Broadband" at the Video Club
- Produced two commercials for the cable network advertisers
- Produced eight segments for the cable network advertisers
- Produced "Tales from the Woods," and "Did You Know?"
- Produced over 20 hours of governance meetings
- Village Television broadcasts over 2,000 minutes of original content each month

NEW RESIDENT ORIENTATIONS

New resident orientations occur once a month for each mutual. These charts show the number of new residents in attendance year to date.

United Mutual

Date	Attendance	Director
Wednesday, January 11, 2023	13	Blackwell
Friday, February 3, 2023		
Wednesday, March 8, 2023		
Friday, April 7, 2023		
Wednesday, May 10, 2023		
Friday, June 2, 2023		
Wednesday, July 12, 2023		
Friday, August 4, 2023		
Wednesday, September 13, 2023		
Friday, October 6, 2023		
Wednesday, November 8, 2023		
Friday, December 1, 2023		
	13	

Third Mutual

Date	Attendance	Director
Friday, January 20, 2023	14	Rane-Szostak
Wednesday, February 15, 2023		
Friday, March 17, 2023		
Wednesday, April 19, 2023		
Friday, May 19, 2023		
Wednesday, June 21, 2023		
Friday, July 21, 2023		
Wednesday, August 16, 2023		
Friday, September 15, 2023		
Wednesday, October 18, 2023		
Friday, November 17, 2023		
Wednesday, December 20, 2023		
	14	

DOCENT TOURS

The Village docent tour program is offered as marketing outreach to prospective residents looking to learn more about the community. Tours are also available to new residents who wish to become familiar with the community, amenities and history. The chart below shows the number of prospective and new residents who attended the docent tours year to date.

Date	Attended
Thursday, January 5	9
Thursday, January 19	11
Thursday, January 26	10
Saturday, January 28	17
Total	47

FINANCIAL ANALYSIS

None

Prepared By: Susan McCracken, Media and Communications Associate

Reviewed By: Eileen Paulin, Director of Media and Communications

Ellyce Rothrock, Supervisor of Media and Communications

Paul Ortiz, General Manager of Broadband Services

Workflow Report, January 2023

Village Television	Media and Communications
"The Future of Broadband" Video Club presentation	Website project management tasking
"This Day" live six days a week with two rebroadcasts	Laguna Woods Art Association exhibition tasking
CEO/GM Foster or VMS directors on air weekly	Completed January/February Village Breeze
Trading Post on air Monday, Wednesday	Worked on March/April Village Breeze
Message boards updated daily	1/5 docent tour
Movies Mondays, Fridays, Saturdays	1/19 docent tour
TV6 guide, movies/meetings schedule	1/26 docent tour
Special daily exercise classes for residents	1/28 docent tour
Produced "Let's Talk Tech" with Debbie Dotson	1/5 Globe press releases
Produced City Council meetings for the City	1/12 Globe press releases
Produced new "Social Security in Action" show	1/19 Globe press releases
Produced "Beyond the Red Carpet" show	1/26 Globe press releases
Produced two commercials for cable advertisers	1/6 Friday email blast
Produced eight segments for cable advertisers	1/13 Friday email blast
Produced "Tales From the Woods" show	1/20 Friday email blast
Produced "Did You Know?" show	1/27 Friday email blast
Produced over 20 hours of governance meetings	Email subscriber list maintenance
Broadcasted over 2,000 minutes of original content	Mail Village Breeze to residents nondelivered
Recreation	MACC activities report, agenda, minutes, cancellation
AARP Smart Driver new student, refresher flyers	Website Ad Hoc Committee meeting
Tony Orlando show flyer	Broadband Ad Hoc Committee meetings
January, March Paint and Pour flyers	Proofing weekly board/committee meeting schedule
PAC Monday Movies flyer	Regular Facebook posting
Saturday Night Dance flyer	Board Relations
Valentine's Day flyer	Two Third Mutual email blasts
Super Bowl flyer	TV6 PowerPoint decks for board directors
Village Games packet	1/11 United new resident orientation
Equestrian Center response to Globe letter	1/20 Third new resident orientation
Various signage	United town hall response
Recreation webpage updates	GRF PowerPoint presentation for Garden Villa Assoc.
Landscaping Services	Fillable evaluation form
Weekly Landscape maintenance schedules	VMS PowerPoint presentation for United Board
Maintenance and Construction	VMS PowerPoint presentation for Third Board
Door hanger	VMS PowerPoint presentation for GRF Board
General Services	CEO Updates: GRF, Third, United
Compostable bag campaign flyer and banner	CEO correspondence
Email subscriber list and blast	CEO TV6 PowerPoint decks
Social Services	Community Services
Fall prevention series flyers	Notepad
Dementia support group flyer	Feedback cards
Optimal aging flyer	Feedback cards Real estate forum flyer
Optimal aging flyer	Real estate forum flyer
Optimal aging flyer Mobility and stability session flyers (March-May)	Real estate forum flyer Real estate email blast

iContact Report, January 2023

Title	Contact	Open	Clicks	No Info	Bounce	Smartphone	Tablet	Computer	Unsubscribe	Complain
01/27/23 What's Up in the Village	16,855	55.41%	38.54%	44.01%	0.58%	30%	8%	61%	16	2
01/25/23 Save the Date: Village Spring Real										
Estate Forum	570	56.32%	11.21%	35.09%	8.60%	17%	1%	83%	7	C
01/20/23 What's Up in the Village	16,862	55.89%	39.12%	43.48%	0.63%	28%	7%	65%	10	1
01/18/23 From the President of Third:										
Proposed Update to an Existing										
Policy	4,266	68.19%	7.70%	31.39%	0.42%	20%	7%	73%	2	(
01/13/23 Garden Center 1 Water Shut Off										
Unitl Further Notice	166	77.71%	0.00%	22.29%	0.00%	38%	0%	63%	0	C
01/13/23 What's Up in the Village	16,871	51.40%	49.12%	48.11%	0.50%	33%	5%	61%	9	(
01/11/23 From the President of Third: Members' Top Priorities for the										
Third Board	4,251	66.48%	0.60%	33.15%	0.38%	18%	6%	76%	2	0
01/06/23 Please Keep Trash, Recycling Waste										
Bin Lids Closed at All Times	66	48.48%	0.00%	50.00%	1.52%	4%	0%	96%	0	(
01/06/23 What's Up in the Village	16,881	50.25%	42.51%	49.17%	0.59%	33%	6%	61%	7	(
	Total				Averages				Tot	als
	76,788	58.90%	20.98%	39.63%	0.52%	25%	4%	71%	53	3



STAFF REPORT

DATE: February 22, 2023

FOR: GRF Media and Communications Committee

SUBJECT: Broadband Services Report

RECOMMENDATION

Receive and file the report.

BACKGROUND

The Broadband Services Division oversees the operations of the community's fiber optic cable network, Village Television, Media Services 55, cable advertising and high-speed internet services.

DISCUSSION

Please see attachment.

FINANCIAL ANALYSIS

None

Prepared By: Susan Logan-McCracken, Media and Communications Associate

Reviewed By: Ellyce Rothrock, Media and Communications Supervisor

Paul Ortiz, Broadband Services General Manager

Committee Routing: GRF Media and Communications Committee

ATTACHMENT(S)

i. Subscriber Counts

Subscriber Counts, January 2023

Subscriber Counts	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	YOY
Village TV YouTube	2,278	2,310	2,337	3,180	3,183	3,191	3,515	3,734	3,743	3,780	3,793	4,300	4,301	47.04%
Broadband Services														
DIGITAL Households	6,897	6,877	6,852	6,824	6,800	6,786	6,749	6,726	6,726	6,703	6,692	6,680	6,679	-3.26%
SERVICE CALLS	295	273	284	267	238	259	244	254	245	241	185	211	198	-48.99%
Set-Top Boxes														
HD Standard 062	1,407	1,413	1,419	1,424	1,427	1,423	1,424	1,424	1,421	1,428	1,430	1,434	1,438	2.16%
DVR's 063	3,692	3,688	3,661	3,640	3,619	3,605	3,573	3,566	3,557	3,543	3,535	3,521	3,519	-4.92%
HD DTA's 064	1,462	1,444	1,426	1,410	1,396	1,379	1,362	1,338	1,327	1,321	1,306	1,296	1,292	-13.16%
TiVo MG2 065	666	666	674	675	689	704	714	716	725	729	728	735	736	9.51%
TiVo Qi3 067	474	474	478	480	486	497	501	504	509	516	518	524	525	9.71%
Cable Card 111	180	179	180	179	179	178	178	179	174	175	176	177	178	-1.12%
DTA-Digital to Analog 112	71	71	72	71	71	69	67	67	67	65	65	65	65	-9.23%
Premium Movie Channels														
Cinemax	102	98	94	93	93	92	91	89	86	86	86	85	84	-21.43%
НВО	688	684	675	670	662	654	647	648	639	631	623	617	610	-12.79%
Showtime	345	338	330	335	330	328	325	320	320	310	311	310	306	-12.75%
Starz/Encore	233	231	239	237	230	227	218	211	209	209	213	213	209	-11.48%
Playboy	16	15	15	15	15	15	15	14	15	16	16	13	13	-23.08%
International Pay TV														
TV Asia	1	1	1	1	1	1	1	1	1	1	1	1	1	0.00%
CTI-Zhong Tian	12	12	12	12	12	13	13	13	13	13	13	13	13	7.69%
Fillipino Channel	24	23	23	24	25	25	26	27	27	24	23	23	23	-4.35%
TV5 Monde	19	19	19	19	20	19	19	17	17	17	17	17	17	-11.76%
CCTV4	8	8	7	7	7	7	7	7	7	7	7	7	7	-14.29%
TVKorea	9	9	9	9	8	7	8	9	8	7	6	6	6	-50.00%
RAI Italia	13	14	12	12	12	12	11	11	11	10	10	10	9	-44.44%
TV Japan	60	60	60	60	59	59	59	60	59	58	58	58	59	-1.69%
High Speed Internet														
15Mbps/3Mbps	4247	4221	4191	4158	4129	4102	4069	4013	4024	4014	3987	3975	3960	-7.25%
30Mbps/3Mbps	2775	2784	2801	2815	2808	2804	2824	2828	2846	2869	2883	2890	2894	4.11%
50Mbps/5Mbps	1960	1990	1994	2008	2013	2013	2029	2046	2043	2041	2033	2048	2065	5.08%
100Mbps/10Mbps	1825	1851	1865	1880	1897	1920	1946	1967	1983	1999	2015	2039	2059	11.36%
Internet Total	10,807	10,846	10,851	10,861	10,847	10,839	10,868	10,854	10,896	10,923	10,918	10,952	10,978	1.56%
Internet HH +/- Per Month		39	5	10	-14	-8	29	-14	42	27	-5	34	26	171

AVG. Internet Installs Per Mo.

2022 2023

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	2022	2023
Internet Subs 30Mbps or Less	65%	62%
Internet Subs 50Mbps or More	35%	38%