



OPEN MEETING

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

**Monday, March 21, 2022 - 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 February 22, 2022
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. Website Ad Hoc Committee Staff Report – Ellyce Rothrock
9. Broadband Services Report – Paul Ortiz
10. The Weather Channel Staff Report – Paul Ortiz
11. Channel One Russia Staff Report – Paul Ortiz
12. Closed Captioning Staff Report – Paul Ortiz

Items for Future Agendas:

- TBD

Concluding Business:

- Committee Member Comments
- Date of Next Meeting: April 18, 2022
- Adjournment

*A quorum of the GRF Board or more may also be present at the meeting.

Joan Milliman, Chair
Eileen Paulin, Staff Officer
Telephone: 949-268-2020



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

**Tuesday, February 22, 2022 – 9:30 a.m.
Virtual Meeting**

REPORT

Members Present: Chair Joan Milliman; Directors Deborah Dotson, Juanita Skillman, James Cook, Annie McCary, Neda Ardani, Maggie Blackwell; Advisors Tom Nash, Lucy Parker; Alternate Lynn Jarrett

Members Absent: Director Ryna Rothberg; Advisors Theresa Frost, Carmen Pacella

Others Present: Elsie Addington, Bunny Carpenter, Richard Rader

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

1. Call to Order

Meeting was called to order at 9:30 a.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 January 17, 2022

Approved by unanimous consent.

5. Chair's Remarks

Chair Milliman thanked the Media and Communications committee and staff for their efforts in disseminating accurate information via every media platform available.

6. Member Comments

None.

Items for Discussion

7. Media and Communications Report – Ellyce Rothrock

Highlights from the Media and Communications report include:

- In January, the Media and Communications department tracked 71 projects
- The February/March 2022 Village Breeze is out and the center spread features in this issue a CR&R informational chart, which residents can pull out and reference
- Other regular publications included four editions of "What's Up in the Village," weekly press releases sent to the Laguna Woods Globe, a Garden Center newsletter
- Key messaging included concerts at the Performing Arts Center, organics recycling and COVID updates, extension of tennis court hours, where residents can go if their cable is down and more
- Communications support provided for the other departments
- Tasking completed by Village Television
- Docent tours were placed on temporary hiatus due to COVID concerns; Thursday tours will resume March 3 and staff is seeking additional volunteers
- New resident orientations were also held virtually but will restart in person in March
- Phenomenal open rates for electronic publications

Chair Milliman asked where we are publicizing the need for docents and Ms. Rothrock stated we published this in the "What's Up in the Village" email blast and the Laguna Woods Globe, and that we will publish it in the next Village Breeze.

Advisor Parker asked whether we reach out to the retirement media beyond the Village. Ms. Paulin mentioned the local press and the website.

Director Dotson asked how many docents we need to have. Further questions were asked and a discussion ensued in the New Business portion of the meeting.

Director Blackwell expressed reticence about advertising the website publicly without requiring visitors to sign in to access certain parts of it.

8. Broadband Services Report – Paul Ortiz

Highlights from the Broadband Services report include:

- 2021 cable operation year-end report
- 2021 Broadband Services operation year-end report
- Broadband subscriber count report
- Premium movie channels and consolidation of channels to West Coast feed
- One expiring contract: The Weather Channel, which expires Feb. 28, is in negotiations with NCTC
- Programming contracts forecast report
- Internet subscribers year-end report
- Village Television celebrating Black History Month by providing acclaimed movies

Mr. Ortiz mentioned that the Compliance Division asks Broadband Services to turn off subscribers' television services for noncompliance. When residents resume compliance, Broadband is notified to turn television services back on, which involves a trip to the resident's manor and a cost to the division. Director Carpenter suggested meeting with Compliance and the other boards to draft a resolution for a turn-on fee. A discussion ensued and a resolution will be forthcoming.

Director Carpenter asked for confirmation that The Weather Channel is not going away; it's in negotiations with NCTC. She also asked for confirmation about a resolution with NCTC and Broadband Services that if they increase up to 5%, they do not need to go to the board for approval. Mr. Ortiz confirmed both statements.

Director Blackwell mentioned she can't locate mutual updates on the printed schedule of programs, on the Village Television guide or the website. Mr. Ortiz answered that there haven't been any United Mutual updates to share right now, but once there are, they will be shared via Village Television and the TV6 YouTube channel. Discussion ensued.

New Business

Community Survey – Ellyce Rothrock

Ms. Rothrock reported that during a meeting with all mutual presidents, the decision was made that this is not the best time to put forth a general community satisfaction survey, so it is on hold until we hear back from the presidents that they want to revisit this topic.

Director Dotson stated the need for a separate survey for information for the Strategic Planning Committee and stated that the Strategic Planning Committee will generate questions at a March 7 meeting. Media and Communications will assist with pushing out that survey.

The Broadband Group Update – Eileen Paulin

Ms. Paulin stated she will schedule a Broadband Ad Hoc Committee meeting after a discussion with The Broadband Group (TBG) tomorrow on the franchise tax fees.

Website Action Plan – Ellyce Rothrock

Ms. Rothrock stated that the first ad hoc committee meeting will be scheduled for next week to select a vendor. That committee includes Debbie Dotson, Annie McCary, Diane Phelps, Norm Kahn, Elsie Addington, Jim Hopkins, Lynn Jarrett, Lucy Parker and Joan Milliman. Ms. Paulin stated that Chuck Holland will join this meeting as well. Discussion ensued. A meeting invitation will be forthcoming.

Docent Recruitment and Training – Ellyce Rothrock

The program resumes March 3 on Thursdays. Ms. Rothrock discussed docent recruitment. We currently have six docents and need at least eight or nine to cover for Saturdays, vacations and emergencies. After publicizing, we received expressed interest from 10 people and three applications. Interviews with a panel are forthcoming as soon as possible. Training will include shadowing experienced docents and bus tours, discussing the accepted script and reviewing all the details necessary to run a successful docent tour.

Director Carpenter stressed the importance of the Saturday docent tours for resales. She suggested giving the docents incentives to conduct Saturday tours.

Ms. Rothrock stated the Transportation department is ready to do Saturday tours and Dorothy Pacella agreed to host one Saturday per month. She welcomed ideas for incentives and discussion ensued.

Director Carpenter recommended tickets to a show at the Performing Arts Center.

Chair Milliman pointed out that Saturdays are difficult because not everything is open and added that the Saturday tour guide needs to be an experienced docent. Director Skillman concurred that getting Saturday volunteers in the library is a challenge.

Items for Future Agendas

None.

Concluding Business

Committee Member Comments

Advisor Parker commended the meeting. She stated that she is hearing comments from residents about fewer services at increased expense.

Director Addington thanked Advisor Parker for bringing up the above point and mentioned numerous articles in the Village Breeze, "What's Up in the Village" email blast and in the Globe as well as discussions on Village Television that have addressed this topic and discussion ensued.

Director Dotson concurred and recalled an article in the Village Breeze that discussed the topic.

Director Blackwell mentioned the savings on fencing from last year's budget was applied to this year's budget as an illustration of where cost savings go. She commended the meeting.

Director Jarrett mentioned that DwellingLive shows a small font on iPhone view.

Director Dotson mentioned a newer version that looks completely different. She also mentioned her DwellingLive segment on her Village Television show.

Director Carpenter commended the meeting.

Ms. Paulin discussed the continued need for repetition in media and communications.

Chair Milliman suggested compiling links of these hot topics and discussion ensued.

Director Skillman said to think about the people who do not have website access or don't know how to use it.

Director Addington stated that everyone in the Village gets the Village Breeze.

Date of Next Meeting – Monday, March 21, 2022, at 1:30 p.m.

Adjournment

Chair Milliman adjourned the meeting at 10:49 a.m.


Joan Milliman, Chair
Media and Communications Committee

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STAFF REPORT

DATE: March 21, 2022
FOR: GRF Media and Communications Committee
SUBJECT: Marketing and Communications Activities Report – February

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 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 81 projects in February.** Additionally, **Media and Communications entered 26 email addresses into iContact and posted 223 items on the website in February.**

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 February include:

- February/March 2022 Village Breeze: Digital edition linked/posted
- What's Up in the Village (Friday email blast): Four editions
- Weekly press releases for the Globe: Four weeks
- Third Mutual weekly email blasts: Four editions
- Manor Alterations biweekly news bulletin: Two editions
- Garden Center gate access email blast: One edition
- GRF email blast to real estate professionals: 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 can send email communications to VMS employees and directors on each of the boards.

Key messages that Media and Communications delivered in February include:

- Meet Our New Village Resident (Equestrian Center American miniature horse)
- Calling All Competitors! (Village Games announcement)
- Security Performs Daily Perimeter Checks
- Shepherd's Crook Update
- Proper Use of CR&R Organics Recycling Carts
- Use DwellingLIVE Today!
- Eat, Drink and Be Irish (St. Patrick's Day dinner announcement)
- Volunteers Wanted for Clubhouse 6
- Transportation Information Follow-Up
- Coming Up at the PAC
- Quit Smoking, Treat Knees
- Volunteers Wanted for Clubhouse 6
- Presidents Day Holiday Facility Hours, Bus Service
- Village Tech Modernization Plan
- Recreation News and Updates
- And the Survey Says ... (Resident Services' work order survey results)
- Virtual Preparedness Training (Disaster Preparedness Task Force)
- California Wildfires Impact HOA Insurance
- Another Chance to Do Right by Your Bike
- Storytelling With USC Dialogue Society
- California Unmasked
- Resident Services Reopens Feb. 15
- Valentine's Day Movie at the PAC
- Treat Your Sweet (Valentine's Day dinner/dance announcement)
- Enjoy the February/March 2022 Village Breeze!
- Coyotes and Our Community

- Say Sayonara to Bulky Items
- Structured for Success (VMS' modified organizational framework)
- CR&R Shares Update, Addresses Challenges
- Lights, Camera, Action! (pickleball/paddle tennis lighting project)
- Become a Village Ambassador (call for docent volunteers)
- EV Charging Guidelines, Decal Musts
- Rescanning Your Channels
- Concert Lovers, Rejoice! (2022 season at the PAC)
- Switch Starz Encore Feed
- Feb. 18 Manor Alterations News Bulletin
- Feb. 4 Manor Alterations News Bulletin
- TV6 Weekly Featured Movies
- Village Meeting Calendar

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

- Designed job opportunity cards for Landscaping Services
- Edited and formatted emergency response signage and procedures for Human Resource Services
- Updated Stevie Nicks Illusion flyer for Recreation and Special Events
- Produced bereavement flyer for Social Services
- Produced PowerPoint deck for various board directors' TV6 appearances
- Edited and updated 2022 Village Games information/registration packet
- Produced Garden Center email and signage regarding March 8 gate access
- Produced April 2022 Village bazaar flyers
- Planned Website Ad Hoc Committee
- Edited and formatted Recreation and Special Events incident report
- Edited PowerPoint deck and update for Landscaping Services
- Updated dementia virtual support group flyer for Social Services
- Worked on the February/March 2022 Employee Newsletter
- Produced St. Patrick's Day flyers for Recreation and Special Events
- Produced VMS PowerPoint presentation for Third Board
- Reviewed Garden Center volunteer program outline
- Produced PowerPoint deck for CEO and various VMS department directors
- Worked on April/May Village Breeze
- Produced handouts and coordinated Third and United new resident orientations
- Updated performance review form for Recreation and Special Events
- Produced health and wellness flyer for Recreation and Special Events
- Edited Asbestos-Containing Materials (ACM) Guide for Manor Alterations
- Edited Q&A document for Age Well meeting
- Produced 2022 assessment payment infographic for Third Mutual
- Produced various signage for General Manager's Office and Recreation
- Produced March 2022 Paint and Pour flyers for Recreation and Special Events
- Produced recruitment flyers for Recreation and Special Events

- Produced Blinded by the Blues flyer for Recreation and Special Events
- Redesigned Recreation and Special Events dashboard
- Produced real estate newsletter for Community Services
- Produced Super Bowl flyer for Recreation and Special Events
- Produced series of four signs for Disaster Preparedness Task Force and American Red Cross virtual training for Security Services
- Produced CEO updates for GRF, Third and United board meetings
- Posted regular Facebook updates
- Posted TV and movie programming guides for Village Television
- Posted various committee agendas and reports
- Posted Landscaping Services projected schedules
- Posted club and non-club events
- Posted December resales documents
- Posted 2019-2021 GRF, Third and United financial statements (79 documents)
- Proofed the weekly schedule of board and committee meetings
- Updated and added Third committees to the mutual's website landing page
- Posted litigation reports and documents for GRF, Third and United website landing pages
- Trained corporate secretary and assistant corporate secretary on posting committee agendas and minutes to the website and TeamUp

Tasking Completed by Village Television (TV6) in February:

- "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/GM Siobhan Foster appeared on Village Television weekly.
- The popular "Trading Post" is back on the air Monday and Wednesday at 10 a.m. and 5:30 p.m.
- The message board is updated daily with important community information
- Movies for residents' enjoyment are broadcast each Monday, Friday and Saturday with and without closed captioning.
- Movies for the month of February celebrated Black History month.
- The Village Television guide is posted online and program descriptions are included on the digital guides.
- Special exercise classes for residents are broadcast daily.
- Produced City Council Meetings for the City of Laguna Woods
- Produced Special Transportation Meeting
- Produced three commercials for cable network advertisers
- Produced 22 segments for cable network advertisers
- Produced "Let's Talk Tech" with Debbie Dotson, "Tales from the Woods" and "Writers & Readers"
- Produced over 40 hours of governance meetings
- Village Television broadcasts over 2,000 minutes of original content each month.

Docent Tours

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. Although February docent tours were rescheduled due to COVID-related concerns, the chart below shows the number of prospective residents who signed up.

Date	Signed Up
Thursday, February 10	14
Thursday, February 17	14
Thursday, February 24	14
	42

New Resident Orientations

New resident orientations occur once a month for each mutual and are presented by one staff member and one board member, and serve as another way to subscribe residents to iContact. They were conducted virtually during the California State indoor mask mandate; in-person events will resume with the March new resident orientations. In addition, staff continues to write letters and contact new residents via email.

FINANCIAL ANALYSIS

None

Prepared By: Susan Logan-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, February 2022

Village Television	Media and Communications
Produced "This Day" live six days a week	Linked/posted February/March Village Breeze
CEO/GM Siobhan Foster on air weekly	2/3 Globe press releases
Trading Post on air Monday, Wednesday	2/4 Friday eblast
Message boards updated daily	2/10 Globe press releases
Movies Mondays, Fridays, Saturdays	2/11 Friday eblast
February movies celebrated Black History Month	2/17 Globe press releases
TV6 guide, movies/meetings schedule	2/18 Friday eblast
Special daily exercise classes for residents	2/24 Globe press releases
Produced City Council meetings for the City	2/25 Friday eblast
Produced special Transportation meeting	Planned Website Ad Hoc Committee
Produced three commercials for cable advertisers	Email subscriber list maintenance
Produced 22 segments for cable advertisers	Mail Village Breeze to residents nondelivered
Produced "Tales From the Woods" show	MACC activities report, agenda, minutes
Produced new show "Writers and Readers"	Proofing Monday Memo
Produced "Let's Talk Tech" with Debbie Dotson	Regular Facebook posting
Produced over 40 hours of governance meetings	Board Relations
Broadcasted over 2,000 minutes of original content	Weekly Third Mutual email blasts
Webmaster	2/4 United new resident orientation
Posted TV & movie programming guides	2/16 Third new resident orientation
Posted non-club related events	Third, United NRO guest packet handouts
Posted various committee agendas/reports	2002 Third assessment infographic
Posted club events, updated contacts	Updated/added Third committees to webpage
Provided login credentials for club webmasters	VMS PowerPoint presentation for Third Board
Posted 223 items to the website	Signage for General Manager's Office
Recreation	Trained corporate secretaries on document posting
Stevie Nicks Illusion flyer	Posted GRF, Third, United litigation letters, reports
Super Bowl flyer	CEO Updates: GRF, Third, United
Village Games information/registration packets	CEO correspondence
Garden Center gate access emails, signage	PowerPoint decks for various directors on TV6
Village Bazaar flyers	Information Services
Recreation Department incident report	Posted monthly real estate sales reports
St. Patrick's Day dinner flyers	Community Services real estate newsletter
Garden Center volunteer program outline	PowerPoint deck for director
Performance review form	Security Services
Health and wellness flyer	Social Services bereavement flyer
March 2022 Paint and Pour flyers	Social Services dementia virtual support group flyer
Blinded by the Blues flyer	Four flyers for Disaster Preparedness Task Force
Recreation dashboard redesign	Landscaping Services
Recruitment flyers	Designed job opportunity cards
Signage for tennis courts	Director PowerPoint deck and VMS update
Signage for fitness centers	Weekly Landscape Maintenance Schedules
Recreation webpage updates	General Services
Various signage throughout the Village	Q&A document for Age Well meeting
Human Resources	Maintenance & Construction
Emergency response signage, procedures	Two Manor Alterations news bulletins
Financial Services	Director PowerPoint deck for Third Board
Posted 2019-2021 GRF, Third, United financials	Edited Asbestos-Containing Materials Guide

iContact Report, February 2022

Date	Title	Contact	Open	Bounce	No Info	Clicks	Smartphone	Tablet	Computer	Unsubscribe	Complain
02/25/22	What's Up in the Village	17,448	54.75%	0.40%	44.86%	45.63%	34%	7%	59%	11	2
02/23/22	Third Mutual Weekly Wednesday Email: Where Your Assessment Dollars Go	4,220	64.69%	0.28%	35.02%	17.91%	31%	8%	60%	1	1
02/22/22	Garden Center Gate Access Effective March 8	480	77.92%	0.00%	22.08%	0.00%	30%	7%	63%	1	0
02/18/22	What's Up in the Village	17,458	49.60%	0.36%	50.04%	49.34%	36%	6%	58%	13	2
02/18/22	Manor Alterations News Bulletin	90	44.44%	0.00%	55.56%	20.00%	11%	0%	89%	0	0
02/16/22	Resolution Updates from Third's Feb 15 Meeting: Approved and on 28-Day Notice	4,222	67.76%	0.21%	32.02%	0.00%	32%	7%	61%	3	0
02/11/22	What's Up in the Village	17,480	55.25%	0.38%	44.36%	43.45%	37%	7%	56%	14	3
02/09/22	Key Dates Related to the Third Recall Election	4,228	65.35%	0.24%	34.41%	0.00%	27%	7%	66%	3	1
02/04/22	What's Up in the Village	17,493	50.23%	0.38%	49.39%	53.49%	38%	6%	56%	7	1
02/04/22	Manor Alterations News Bulletin	91	51.65%	0.00%	48.35%	19.15%	38%	5%	56%	0	0
02/02/22	Should We Charge Occupants Over Two in a Manor \$50 Each Month for Mutual Expenses?	4,232	71.20%	0.31%	28.50%	0.00%	34%	6%	60%	8	4
02/01/22	Golden Rain Foundation Trust Facilities Fee From \$5,000 to \$7,500?	310	49.03%	1.29%	49.68%	32.89%	18%	1%	80%	2	0
			Averages							Totals	
			58.49%	0.32%	41.19%	23.49%	31%	6%	64%	63	14

New Resident Orientations Year to Date

United Mutual

Date	Attendance	Director
Wednesday, January 1 , 202	CANCELED	
Friday, February 0 , 202	14	
Wednesday, March , 202		
Friday, April , 202		
Wednesday, May 1 , 202		
Friday, June , 202		
Wednesday, July 1 , 202		
Friday, August , 202		
Wednesday, September , 202		
Friday, October 7, 2022		
Wednesday, November 9, 2022		
Friday, December 2, 2022		
	14	

Third Mutual

Date	Attendance	Director
Friday, January 21, 2022	12	Jarrett
Wednesday, February 16, 2022	10	Rane-Szostak
Friday, March 18, 2022		
Wednesday, April 20, 2022		
Friday, May 20, 2022		
Wednesday, June 15, 2022		
Friday, July 15, 2022		
Wednesday, August 17, 2022		
Friday, September 16, 2022		
Wednesday, October 19, 2022		
Friday, November 18, 2022		
Wednesday, December 21, 2022		
	22	

STAFF REPORT

DATE: March 21, 2022
FOR: Board of Directors
SUBJECT: Website Ad Hoc Committee

RECOMMENDATION

Approve the formation of the Website Ad Hoc Committee in accordance with the Golden Rain Foundation (GRF) of Laguna Woods Amended Bylaws.

BACKGROUND

Section 7.1.2 of the GRF Amended Bylaws states: "The Board of Directors or Standing Committees may establish ad hoc advisory or other Committees to perform special functions. The Membership, duties and powers shall be appropriate to the special function to be performed, but the authority of each Committee is limited to advising the Board or Standing Committee as appropriate and all action is subject to the specific approval of the Board (or Mutual Boards, if a joint Committee)."

Section 7.5 of the GRF Amended Bylaws states: "All GRF Standing Committees will have a written charter that was voted on by the Board. All other types of Committees should have a written mission statement that the participants develop."

DISCUSSION

Attachment 1 to this report details the mission statement, duties and responsibilities of the proposed Website Ad Hoc Committee.

FINANCIAL ANALYSIS

None.

Prepared By: Ellyce Rothrock, Media and Communications Supervisor

Reviewed By: Eileen Paulin, Media and Communications Director

ATTACHMENT(S)
Resolution 90-22-XX



RESOLUTION 90-22-XX

Website Ad Hoc Committee

WHEREAS, the formation of a Website Ad Hoc Committee is being considered by the board of directors pursuant to Article 7, Section 7.1.2 and Section 7.5 of the bylaws of this corporation;

WHEREAS, the primary mission of the Website Ad Hoc Committee is to engage the expertise of internet and technology experts among residents and staff to develop a scope of work and an RFP in an effort to select the most qualified vendor to execute an improved website for Laguna Woods Village; and

WHEREAS, the duties and responsibilities of the Website Ad Hoc Committee are to:

1. Define, analyze and evaluate current website environment/architecture information and perform gap analysis to improve website accessibility and functionality, including, but not limited to, navigation and user experience;
2. Make recommendations to deliver an improved website that meets the current and future needs of Laguna Woods Village residents and the community as a whole;
3. Review, evaluate and select a website development vendor that can build and/or improve the Laguna Woods Village website to meet the long-term needs of residents and the community as a whole;
4. Perform the duties imposed upon all advisory committees as established in the GRF Bylaws;
5. Review and submit for approval any financial requirements or capital budgets to GRF Finance Committee and Board of Directors;
6. Review the financial, security and operational impacts of investments and expenditures and make recommendations to the board as they may relate to website redesign/architecture information;
7. Receive regular reports from staff concerning the progress of the implementation including initiatives, costs and timelines of the project plan; and
8. Review and reassess as needed, the adequacy of this Mission Statement and recommend to the Board any improvements to the Website Ad Hoc Committee that is considered necessary or advisable.

NOW THEREFORE BE IT RESOLVED, April 5, 2022, the Board of Directors of this Corporation hereby adopts the mission statement, duties and responsibilities of the Website Ad Hoc Committee; and;

RESOLVED FURTHER, that the officers and agents of this Corporation are hereby authorized on behalf of the Corporation to carry out the purpose of this resolution.



STAFF REPORT

DATE: March 21, 2022
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.

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. Paul Ortiz, General Manager for Broadband Services, will provide updates on an ongoing basis.

FINANCIAL ANALYSIS

None

Prepared By: Susan Logan-McCracken, Communications Specialist

Reviewed By: Eileen Paulin, Director of Media and Communications; Paul Ortiz, General Manager of Broadband Services

ATTACHMENTS(S)

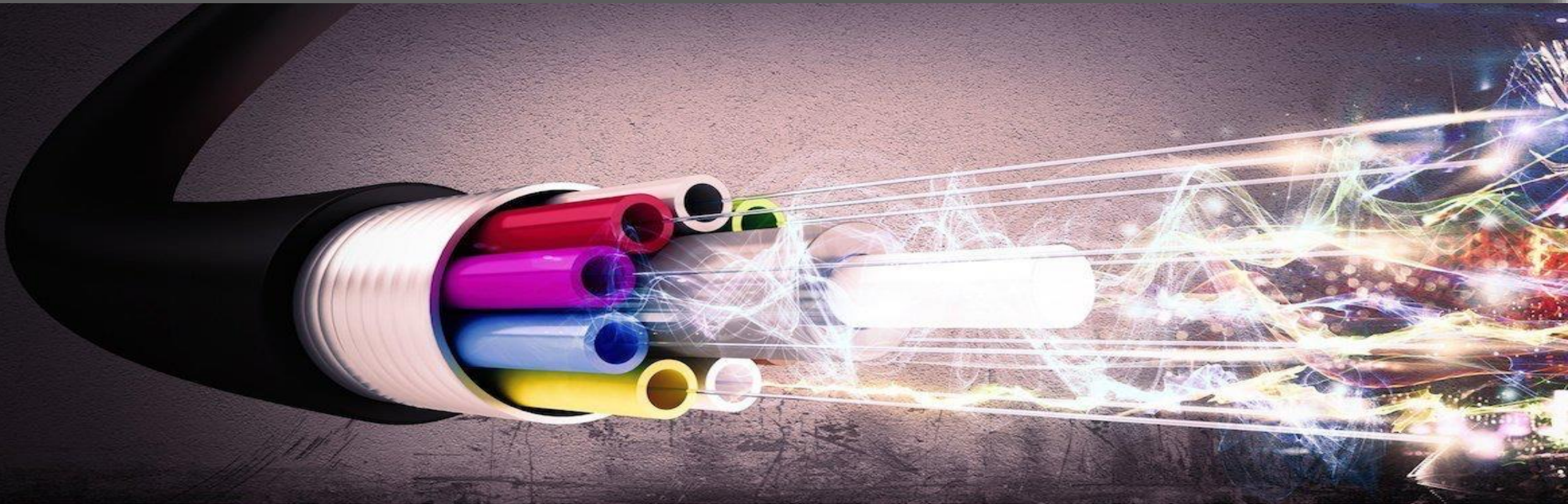
- i. Broadband Services presentation

Media and Communications Committee Meeting

 GOLDEN RAIN FOUNDATION
of LAGUNA WOODS

March 21, 2022

Broadband Services Division: “Literally working at the speed of light”



The Weather Channel



Channel 75 SD

Channel 475 HD

The Weather Channel (TWC) agreement expired on February 28, 2022.

TWC is currently owned by Allen Media Group/Entertainment Studios, which owns Cars.TV, Comedy.TV, ES.TV, MyDestination.TV, Pets.TV, Recipe.TV and JusticeCentral.TV (the ES networks).

TWC has never been carried as part of a services bundle and has always been negotiated as an individual service. Allen Media required that each member distribute TWC, TWC en Español and all seven of the ES networks on basic or expanded basic to 85% of total subscribers and pay a per-subscriber fee per month, which is a 400% increase over the current rate. The agreement also stipulated a 5% increase each year commencing on January 1, 2023.

The NCTC negotiated a much better outcome with no need to add the additional networks and rates increasing by 1 and 2 cents.

The new agreement expires February 28, 2026.

Questions? Email programming@vmsinc.org

Channel One Russia



Per the request of the distributor, International Media Distribution, the Channel One Russia broadcast transmission was terminated effective March 2, 2022 at 23:59 PT.

The ten subscribers were notified via email and phone calls from Broadband Services staff that the channel was no longer available. Channel One Russia was located on channel 238 and the subscriber fee was \$15.75 per month.

Questions? Email programming@vmsinc.org

Broadband Subscriber Count Report

Subscriber Counts	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	YOY
Village TV YouTube	1,705	1,824	1,886	1,930	1,948	2,009	2,045	2,082	2,141	2,170	2,219	2,278	2,310	26.19%
DIGITAL Households	7,107	7,082	7,002	6,981	6,964	6,948	6,944	6,907	6,903	6,902	6,890	6,897	6,877	-3.34%
Set-Top Boxes														
HD Standard 062	1,511	1,505	1,484	1,468	1,452	1,447	1,436	1,428	1,411	1,401	1,402	1,407	1,413	-6.94%
DVR's 063	3,891	3,864	3,847	3,848	3,833	3,798	3,783	3,751	3,723	3,711	3,695	3,692	3,688	-5.50%
HD DTA's 064	1,413	1,425	1,437	1,457	1,462	1,462	1,470	1,474	1,491	1,493	1,481	1,462	1,444	2.15%
TiVo MG2 065	540	546	548	544	548	571	586	606	619	632	644	666	666	18.92%
TiVo Qi3 067	387	389	389	387	390	409	421	433	442	451	460	474	474	18.35%
Cable Card 111	187	184	181	180	179	179	182	181	180	180	180	180	179	-4.47%
DTA-Digital to Analog 112	182	182	114	76	74	73	73	73	73	72	72	71	71	-156.34%
PREMIUM MOVIES														
Cinemax	112	111	114	110	111	110	108	107	107	106	104	102	98	-14.29%
HBO	803	800	785	776	763	749	742	727	724	706	698	688	684	-17.40%
Showtime	405	403	394	386	379	368	364	358	353	352	351	345	338	-19.82%
Starz/Encore	271	273	269	266	258	254	246	239	239	240	238	233	231	-17.32%
Playboy	18	17	17	15	16	15	16	16	17	17	16	16	15	-20.00%
International Pay TV														
TV Asia	1	2	2	2	2	2	2	2	2	2	2	1	1	0.00%
CTI-Zhong Tian	14	14	14	14	14	14	13	12	12	12	12	12	12	-16.67%
Fillipino Channel	30	30	28	27	27	27	27	26	25	25	25	24	23	-30.43%
TV5 Monde	25	25	25	23	22	22	22	21	21	19	19	19	19	-31.58%
CCTV4	8	8	8	8	8	8	8	8	8	8	8	8	8	0.00%
Channel One Russia	9	9	9	9	9	9	9	9	9	9	10	10	9	0.00%
TVKorea	10	10	9	9	9	9	9	9	11	10	10	9	9	-11.11%
RAI Italia	11	10	10	11	11	11	11	12	12	11	12	13	14	21.43%
TV Japan	57	58	60	59	58	59	60	60	60	60	61	60	60	5.00%
High Speed Internet														
15Mbps/3Mbps	4495	4464	4,389	4389	4387	4361	4336	4320	4284	4265	4259	4247	4221	-6.49%
30Mbps/3Mbps	2657	2648	2,602	2663	2679	2690	2700	2709	2735	2731	2751	2775	2784	4.56%
50Mbps/5Mbps	1792	1829	1,839	1836	1838	1852	1857	1883	1886	1900	1929	1960	1990	9.95%
100Mbps/10Mbps	1547	1569	1,559	1578	1619	1628	1663	1687	1716	1748	1789	1825	1851	16.42%
Internet Total	10,491	10,510	10,389	10,466	10,523	10,531	10,556	10,599	10,621	10,644	10,728	10,807	10,846	3.27%

INTERNET SUBSCRIBERS REPORT

10,846 internet subscribers February 2022

10,807 internet subscribers January 2022

4,221 internet subscribers 15/3 Mbps	\$23.50/month
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2,784 internet subscribers 30/3 Mbps	\$28.50/month
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1,990 internet subscribers 50/5 Mbps	\$38.50/month
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1,851 internet subscribers 100/10 Mbps	\$48.75/month
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INTERNET PRICES have not increased since 2014

- 65% of subscribers utilize 30/3 Mbps or less
- GRF shares revenue with West Coast Internet

Closed Captioning



Village Television currently provides closed captioning for the This Day program and all governance meetings scheduled for live broadcasts. The annual budget for closed captioning services is over \$45,000.00 for approximately 400 hours of programming per year. In coordination with Village Television's video server vendor Media Control Systems and Staff, closed captioning testing and verification has successfully occurred over the last thirty days on Village Television. The closed captioning tests were produced via the Cablecast video server utilizing artificial intelligence, and machine learning and were displayed in real time for live and pre-recorded content. Beginning in April, all programming broadcast on Village Television, which is approximately 1,250 hours of content annually, will be closed captioned utilizing the Cablecast video server. The closed captioning of all programming on Village Television also assures the compliance of FCC Title 47, C79 requirements.

Questions? Email programming@vmsinc.org

STAFF REPORT

DATE: March 21, 2022
FOR: Media and Communication Committee
SUBJECT: The Weather Channel Agreement with the NCTC

RECOMMENDATION

Receive and file the report.

BACKGROUND

The Broadband Services Division oversees the operations of the community's fiber optic cable network. This includes, but is not limited to, coordinating programming agreements, launching new products and services, managing network equipment and broadcast transmissions.

DISCUSSION

The Weather Channel (TWC) agreement expired on February 28, 2022. TWC is currently owned by Allen Media Group/Entertainment Studios, which owns Cars.TV, Comedy.TV, ES.TV, MyDestination.TV, Pets.TV, Recipe.TV and JusticeCentral.TV (the ES networks). TWC has never been carried as part of a services bundle and has always been negotiated as an individual service. Allen Media required that each member distribute TWC, TWC en Español and all seven of the ES networks on basic or expanded basic to 85% of total subscribers and pay a per-subscriber fee per month, which is a 400% increase over the current rate. The agreement also stipulated a 5% increase each year commencing on January 1, 2023. The NCTC negotiated a much better outcome with no need to add the additional networks and rates increasing by 1 and 2 cents. The new agreement expires February 28, 2026.

FINANCIAL ANALYSIS

The Weather Channel rate will increase by 2 cents in 2023, 1 cent in 2024 and 2 cents in 2025.

Prepared By: Paul Ortiz, Broadband Services General Manager

Reviewed By: Eileen Paulin, Media and Communications Director
Susan Logan-McCracken, Media and Communications Associate

Committee Routing: Media and Communication Committee

STAFF REPORT

DATE: March 21, 2022
FOR: Media and Communication Committee
SUBJECT: Channel One Russia

RECOMMENDATION

Receive and file the report.

BACKGROUND

The Broadband Services Division oversees the operations of the community's fiber optic cable network. This includes, but is not limited to, coordinating programming agreements, launching new products and services, managing network equipment and broadcast transmissions.

DISCUSSION

Per the request of the distributor, International Media Distribution, the Channel One Russia broadcast transmission was terminated effective March 2, 2022 at 23:59 PT.

The ten subscribers were notified by phone call and email that the channel was no longer available. Channel One Russia was located on channel 238 and the subscriber fee was \$15.75 per month.

FINANCIAL ANALYSIS

Channel One Russia with less than ten subscribers per month will have a minimal impact on the Broadband Services programming revenue for 2022.

Prepared By: Paul Ortiz, Broadband Services General Manager

Reviewed By: Eileen Paulin, Media and Communications Director

Susan Logan-McCracken, Media and Communications Associate

Golden Rain Foundation of Laguna Woods
Media and Communications Committee
March 21, 2022

Committee Routing: Media and Communication Committee

ATTACHMENT(S)

FAO General Counsel
Golden Rain Foundation of Laguna Woods
24351 El Toro Road
Laguna Hills, CA, 92637
2 March 2022

Dear General Counsel,

Affiliation Agreement between **International Media Distribution, LLC** (formerly known as **International Networks LLC**) and **Golden Rain Foundation of Laguna Woods** dated December 1, 2008, (as amended) in respect of **Channel One Russia** (the "**Service**") (the "**Agreement**")

We write to inform you that, in light of the extraordinary circumstances in Ukraine, we are ceasing distribution of the Service with effect from 23:59 PT on 2 March 2022. As a result, we are terminating the Agreement with effect from such cessation. All rights and obligations under the Agreement shall cease immediately upon termination.

Yours faithfully,

Ken Bettsteller
President, Global Networks & International DTC
NBCUNIVERSAL MEDIA, LLC
For and on behalf of
INTERNATIONAL MEDIA DISTRIBUTION, LLC

STAFF REPORT

DATE: March 21, 2022
FOR: Media and Communication Committee
SUBJECT: Closed Captioning on Village Television

RECOMMENDATION

Receive and file the report.

BACKGROUND

Village Television oversees the operation of the community's local origination channel. This includes, but is not limited to, scheduling and broadcasting local programming, managing broadcast equipment and broadcast transmissions, producing commercials for local businesses, and providing production services to registered community clubs and organizations, as well as VMS departments as needed.

DISCUSSION

Village Television currently provides closed captioning for the "This Day" program and all governance meetings scheduled for live broadcasts. The annual budget for closed captioning services is over \$45,000 for approximately 400 hours of programming per year.

In coordination with Village Television's video server vendor Media Control Systems and staff, closed captioning testing and verification has successfully occurred over the last 30 days on Village Television. The closed captioning tests were produced via the Cablecast video server utilizing artificial intelligence, and machine learning and were displayed in real time for live and pre-recorded content. Beginning in April, all programming broadcast on Village Television, which is approximately 1,250 hours of content annually, will be closed captioned utilizing the Cablecast video server. The closed captioning of all programming on Village Television also assures the compliance of FCC Title 47, C79 requirements.

<https://www.ecfr.gov/current/title-47/chapter-I/subchapter-C/part-79/subpart-A/section-79.1>

FINANCIAL ANALYSIS

In 2022, the new closed captioning process will save the community approximately \$25,000-\$30,000.

Prepared By: Paul Ortiz, Broadband Services General Manager

Reviewed By: Eileen Paulin, Media and Communications Director
Susan Logan-McCracken, Media and Communications Associate

Committee Routing: Media and Communications Committee