



OPEN MEETING

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

**Monday, May 15, 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 March 20, 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:

- TBD

Concluding Business:

- Committee Member Comments
- Date of Next Meeting: Monday, July 17, at 1:30 p.m.
- Adjourn

*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

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OPEN MEETING

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

**Monday, March 20, 2023 – 1:30 p.m.
Board Room / Virtual Hybrid Meeting**

REPORT

Members Present: Chair Joan Milliman; Directors Margaret Bennett, Maggie Blackwell, James Cook, Cris Prince, Sue Quam; Alternates Deborah Dotson, Moon Yun; Advisors Theresa Frost, Tom Nash, Lucy Parker

Members Absent: Director Elsie Addington (excused); Advisors Catherine Brians (excused), Carmen Pacella (excused)

Others Present: Alison Bok, Bunny Carpenter, Juanita Skillman

Staff Present: Eileen Paulin, Ellyce Rothrock, 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. Director Dotson served as an alternate for Director Addington.

2. Acknowledgement of Media

None present.

3. Approval of Agenda

Approved by unanimous consent.

4. Approval of Report for February 22, 2023

Approved by unanimous consent.

5. Chair's Remarks

Chair Milliman welcomed committee members and introduced new Director Quam, who will represent United Mutual on this committee. Chair Milliman proposed that the Media and Communications Committee meet on a bi-monthly basis while the Broadband Ad Hoc and Website Ad Hoc committees work to meet their objectives.

6. Member Comments

Paul Peters commented that residents may be interested in watching LIV Golf tournaments on KTLA and the CW Network, channels not offered in Broadband Services programming.

In response, Mr. Ortiz discussed the history behind GRF's decision to discontinue its contract with KTLA and trends in sports networks like the CW. Director Dotson recommended alternatives such as watching live on YouTube, livgolf.com and a LIV Golf app.

Alison Bok suggested that Media and Communications promote the 60th anniversary of Laguna Woods Village in 2024.

In response, Ms. Paulin discussed working with the History Center on the Village's 60th anniversary and thanked Director Bok.

Items for Discussion

7. Media and Communications Report – Eileen Paulin

Ms. Paulin highlighted from the Media and Communications Activities Report:

- 60 staff projects tracked in February
- 15 regular publications completed
- 26 key messages delivered
- 29 projects completed for other departments
- 31 residents attended United Mutual new resident orientations year to date
- 21 residents attended Third Mutual new resident orientations year to date
- 115 prospective or new residents attended docent tours year to date
- 27% of audience opening electronic communications on smartphones

8. Broadband Ad Hoc Committee Report – Eileen Paulin

Ms. Paulin turned the report over to Mr. Ortiz, who reported that the committee examined the first two of three scenarios for the future of Broadband Services. The committee will examine the third "Conduit Lease" scenario at the March 28 meeting.

9. Website Ad Hoc Committee Report – Ellyce Rothrock

Ms. Rothrock discussed the Laguna Woods Art Association reception on March 17. The competition for the single favorite painting received around 150 votes; the winner is Yong S. Kapoor's "Spring Blossoms," which hangs in the Community Center lobby.

Ms. Rothrock reported that the last Website Ad Hoc Committee meeting was March 1 and a follow-up meeting will be scheduled to decide on the final vendor, who will work closely with the ERP vendor to ensure synchronization of efforts including document management, search and single sign-on.

10. Broadband Services Report – Paul Ortiz

Mr. Ortiz highlighted from the subscriber report that service calls and set-top boxes have decreased. More residents are opting for streaming services, cloud storage and higher internet speeds.

Items for Future Agendas

Focus groups report

Concluding Business

Committee Member Comments

Mr. Ortiz stated he looks forward to the next Broadband Ad Hoc Committee meeting.

Ms. Paulin welcomed Director Quam and those attending in person, online or who will listen to the recordings.

Director Yun commented on the subscriber numbers of the Korean channels.
Discussion ensued.

Director Blackwell stated the transition ahead will be exciting but nail-biting and that she discovers new channels to watch every day.

Director Quam stated the Laguna Woods Art Association exhibit is beautiful and thanked Ms. Rothrock for all her efforts. She asked about the typical life expectancy of broadband fiber. Discussion ensued.

Advisor Parker commended Mr. Ortiz' group for ensuring Village programming is available on YouTube.

Advisor Frost commended the committee and staff for their direction.

Director Dotson commended the hard work of the Media and Communications, Broadband Ad Hoc and Website Ad Hoc committees. She thanked everyone for a great meeting.

Date of Next Meeting – Monday, May 15, 2023, at 1:30 p.m.

Adjournment

Chair Milliman adjourned the meeting at 2:25 p.m.


Joan Milliman, Chair
Media and Communications Committee

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STAFF REPORT

DATE: May 15, 2023
FOR: GRF Media and Communications Committee
SUBJECT: Media and Communications Activities Report – March-April 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.

Trello tracked 144 projects in March and April. Media and Communications subscribed 36 email addresses into iContact in March and April. Staff posted 220 items to the website in March and April.

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

- Village Breeze: March/April 2023 issue
- Employee Newsletter: March/April 2023 issue
- What's Up in the Village (Friday email blast): Nine editions
- Weekly press releases for the Globe: Nine weeks
- Golden Rain Foundation email blasts: Three editions
- United Mutual email blasts: Two editions
- Third Mutual email blasts: Eight editions
- Garden Center email blasts: Three editions
- Real estate forum email blasts: Four editions

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 March and April include:

- Club Expo 2023
- Mulch Available
- Turf War (battle against invasive 'super weeds')
- United Seeks Delegate for GRF Board
- May Destination Shopping
- Tools You Can Use (PC Club technology classes)
- May 15 PAC Movie
- Hear Ye, Hear Ye! (Village Renaissance Faire)
- Go Green, Save Greenbacks (paperless cost savings)
- Fire Up the Grill—Safely
- Watch, Subscribe to Village Television YouTube
- Ride in Style, Comfort (two new ADA low-floor buses)
- Third Town Hall April 26
- May Paint and Pour
- The Mother of All Buffets (Mother's Day event)
- California, National Mosquito Control Awareness Weeks
- April 17 PAC Movie
- April 18 Destination Shopping
- In-House Training for Resident Services
- Earth Day 2023
- City to Discontinue Meds Drop-Off
- Saving Water Saves Money

- Office and Personnel Relocation
- United Town Hall
- 'Let's Talk Tech' Wants You!
- Compostable Trash Bags
- April Destination Shopping
- Proposed Recreation Facility Fees
- But Are They Safe? (Optimal Aging Lecture Series on OTC medications)
- AARP Smart Driver
- April Paint and Pour
- Spring Health and Wellness Expo
- Prevent and Detect Cancer (MemorialCare Saddleback Medical Center panel)
- Dog Licensing and Vaccination Day
- Driving Range Closed
- Final Driving Range Rehab Dates
- When It Rains (How excessive rain affects Village landscaping)
- Reporting Rain Leaks
- Flashing Stop Signs
- Happy Nowruz
- Much Ado About Gate 12
- Clubhouse 5 Closure
- Unstable Ground
- Golf Cart Drivers, Watch for Pedestrians
- Easter Buffet
- 'Amsterdam' at the PAC on Monday
- The March/April 2023 Village Breeze Is Here!
- Cost Redirect Means GRF Savings
- Turn Ahead Time
- Clubhouse 1 Beautification Project
- Village Pool Updates
- March Transportation Information
- Film Delivers Love, Murder and Conspiracy (Monday Movie at the PAC)
- Walkers, Exercise Caution on Golf Course Paths
- Your Voice for the Trees (tree survey)
- Tony Orlando Ticket Prices Increase After Monday
- Register for the Village Bazaar
- Solar Flares May Disrupt TV
- Community Center Notice
- AARP Smart Drive Refresher
- Orange County's Senior Mobility Program
- United Town Hall March 10
- TV6 Weekly Featured Movies
- Village Meeting Calendar

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

- Created aqua Zumba flyers for Recreation
- Updated Security recruitment flyer
- Produced VMS vector logo
- Produced Optimal Aging Lecture Series flyer for Social Services
- Updated “how to” document for Manor Alterations
- Created club expo flyer for Recreation
- Created Memorial Day flyers for Recreation
- Created April and May Paint and Pour flyers for Recreation
- Created Renaissance Faire at the Equestrian Center flyers for Recreation
- Created April and May AARP Smart Driver refresher course flyers for Recreation
- Created “From Age-ing to Sage-ing” class flyers for Recreation
- Created Art Affair flyers for Recreation
- Produced Garden Center organization chart and emails for Recreation
- Created Easter buffet and Easter at the Equestrian Center flyers for Recreation
- Organized Laguna Woods Art Association reception
- Produced spring real estate forum emails for Resident Services and Community Services
- Updated Health and Wellness Expo flyers for Recreation
- Edited and formatted 10 PowerPoint presentations for Finance Department budget meetings
- Edited and formatted 16 PowerPoint presentations for Finance Department 2024 preliminary budget process
- Created dog vaccination flyers and publicity for Recreation
- Produced June through August Monday Movies flyers for Recreation
- Created Mother’s Day buffet flyers for Recreation
- Updated TV Commercials on Media Services 55 cable advertising webpage
- Completed docent video script
- Organized new resident orientations for Third Mutual and United Mutual each month
- Organized eight docent tours
- Edited, proofed, formatted various documents for CEO and departments
- Produced board meeting and Village Television presentations for department directors
- Produced board meeting and Village Television presentations for board directors
- Posted club events and updated club listings on website and trained club webmasters
- Posted Performing Arts Center events on the events news webpage

- Edited, formatted and proofed various letters and notices for all departments
- Posted 12 resale documents for Third Mutual and United Mutual each month
- Posted litigation letters and reports for GRF, Third Mutual and United Mutual
- Posted various club events for Village clubs
- Posted weekly projected schedules for Department of Landscaping Services
- Edited and posted Village Television programming and movie guides
- Created regular Facebook posts
- Organized Media and Communications Committee meeting
- Organized Broadband Ad Hoc Committee meetings
- Organized Website Ad Hoc Committee meetings
- Proofed weekly upcoming meetings documents
- Created numerous signs for Department of Recreation and Special Events

Tasking completed by Village Television (TV6) in March and April:

- "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 or VMS directors appears on Village Television weekly
- The popular "Trading Post" is 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 closed captioning
- 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 a new "Let's Talk Tech" show with Debbie Dotson each month
- Produced a number of City Council Meetings for the City of Laguna Woods
- Produced a new "Social Security in Action" show with Jeffrey Rodriguez each month
- Produced a new "Beyond the Red Carpet" show with Francine Brokaw each month
- Produced one commercial for the cable network advertisers
- Produced ten segments for the cable network advertisers
- Produced "Tales from the Woods, and "Did You Know?" each month
- Produced over 20 hours of governance meetings each month
- 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	18	Blackwell
Wednesday, March 8, 2023	4	Blackwell
Friday, April 7, 2023	12	Blackwell
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		
	47	

Third Mutual

Date	Attendance	Director
Friday, January 20, 2023	14	Rane-Szostak
Wednesday, February 15, 2023	7	Laws
Friday, March 17, 2023	15	Rane-Szostak
Wednesday, April 19, 2023	17	Laws
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		
	53	

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 a.m.	9
Thursday, January 19, 9 a.m.	11
Thursday, January 26, 1 p.m.	10
Saturday, January 28, 1 p.m.	17
Thursday, February 2, 9 a.m.	11
Thursday, February 16, 9 a.m.	12
Thursday, February 16, 1 p.m.	19
Thursday, February 23, 1 p.m.	16
Saturday, February 25, 1 p.m.	10
Thursday, March 2, 9 a.m.	10
Thursday, March 16, 9 a.m.	12
Thursday, March 16, 1 p.m.	13
Saturday, March 25, 1 p.m.	10
Thursday, April 6, 9 a.m.	15
Thursday, April 20, 9 a.m.	11
Thursday, April 20, 1 p.m.	13
Thursday, April 27, 1 p.m.	14
Total	213

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 Service

Workflow Report, March 2023

Village Television	Media and Communications
"This Day" live six days a week with two rebroadcasts	March/April Village Breeze
CEO/GM Foster or VMS directors on air weekly	Laguna Woods Art Association reception
"Trading Post" on air Monday, Wednesday	3/2 docent tour
Message boards updated daily	3/16 docent tour, morning
Movies Mondays, Fridays, Saturdays	3/16 docent tour, afternoon
TV6 guide, movies/meetings schedule	3/25 docent tour
Special daily exercise classes for residents	3/2 Globe press releases
Produced "Let's Talk Tech" with Debbie Dotson	3/9 Globe press releases
Produced City Council meetings for the City	3/16 Globe press releases
Produced new "Social Security in Action" show	3/23 Globe press releases
Producing new "Beyond the Red Carpet" show	3/30 Globe press releases
Produced one commercial for cable advertisers	3/3 Friday email blast
Produced 10 segments for cable advertisers	3/10 Friday email blast
Produced "Tales From the Woods" show	3/17 Friday email blast
Produced "Did You Know?" show	3/24 Friday email blast
Produced over 20 hours of governance meetings	3/31 Friday email blast
Broadcast over 2,000 minutes of original content	Email subscriber list maintenance
Recreation	Mail Village Breeze to residents nondelivered
Garden Center organization chart and email blasts	MACC activities report, agenda, minutes
Easter buffet flyers	Three Website Ad Hoc Committee meetings
Easter at the Equestrian Center flyers	Broadband Ad Hoc Committee meeting
Health and Wellness Expo flyers	Worked on various correspondence for all departments
Dog vaccination event flyers and publicity	Proofing weekly board/committee meeting schedule
April Paint and Pour	Regular Facebook posting
April AARP Smart Driver refresher course flyers	Board Relations
June through August Monday Movies flyers at PAC	GRF monthly email blast
Mother's Day buffet flyers	United Mutual monthly email blast
Various signage	Five Third Mutual email blasts
Recreation webpage updates	3/8 United new resident orientation
Landscaping Services	3/17 Third new resident orientation
Weekly Landscape maintenance schedules	United town hall response
Security Services	Posted GRF, United, Third litigation letters and reports
Optimal Aging Lecture Series flyer for Social Services	TV6 PowerPoint decks for board directors
Community Services	VMS PowerPoint presentation for GRF Board
Spring real estate email blast	VMS PowerPoint presentation for Third Board
Posted monthly real estate sales reports	VMS PowerPoint presentation for United Board
Webmaster	CEO Updates: GRF, Third, United
Updated speeds/pricing on internet services page	CEO correspondence
Updated TV commercials on cable advertising page	CEO TV6 PowerPoint decks
Posted club events	Finance
Trained club webmasters, provided assistance	10 budget meeting Powerpoint Presentations
Posted 117 documents to the website	16 PowerPoint decks for 2024 budget process

Workflow Report, April 2023

Village Television	Media and Communications
"This Day" live six days a week with two rebroadcasts	May/June Village Breeze
CEO/GM Foster or VMS directors on air weekly	March/April Employee Newsletter
"Trading Post" on air Monday, Wednesday	VMS vector logo
Message boards updated daily	Docent video script
Movies Mondays, Fridays, Saturdays	4/6 docent tour
TV6 guide, movies/meetings schedule	4/20 docent tour, morning
Special daily exercise classes for residents	4/20 docent tour, afternoon
Produced "Let's Talk Tech" with Debbie Dotson	4/27 docent tour
Produced City Council meetings for the City	4/6 Globe press releases
Produced new "Social Security in Action" show	4/13 Globe press releases
Producing new "Beyond the Red Carpet" show	4/20 Globe press releases
Produced one commercial for cable advertisers	4/27 Globe press releases
Produced 10 segments for cable advertisers	4/7 Friday email blast
Produced "Tales From the Woods" show	4/14 Friday email blast
Produced "Did You Know?" show	4/21 Friday email blast
Produced over 20 hours of governance meetings	4/28 Friday email blast
Broadcast over 2,000 minutes of original content	Email subscriber list maintenance
Recreation	Mail Village Breeze to residents nondelivered
Aqua Zumba flyers	MACC activities report, agenda, minutes
Garden Center email blasts	Website Ad Hoc Committee meeting
Club Expo flyer	Broadband Ad Hoc Committee meeting
Memorial Day flyers	Worked on various correspondence for all departments
May Paint and Pour flyers	Proofing weekly board/committee meeting schedule
Renaissance Faire at Equestrian Center flyers	Regular Facebook posting
From Age-ing to Stage-ing class flyers	Board Relations
Art Affair flyers	Two GRF email blasts
May AARP Smart Driver refresher course flyers	United Mutual monthly email blast
Posted Performing Arts Center events to news page	Three Third Mutual email blasts
Various signage	4/7 United new resident orientation
Recreation webpage updates	4/19 Third new resident orientation
Landscaping Services	United town hall response
Weekly Landscape maintenance schedules	Posted GRF, United, Third litigation letters and reports
Maintenance and Construction	TV6 PowerPoint decks for board directors
Manor Alterations "how to" document	VMS PowerPoint presentation for GRF Board
Security Services	VMS PowerPoint presentation for Third Board
Optimal Aging Lecture Series flyer for Social Services	VMS PowerPoint presentation for United Board
Security Services recruitment flyer	CEO Updates: GRF, Third, United
Community Services	CEO correspondence
Real Estate Forum Powerpoint presentation	CEO TV6 PowerPoint decks
Spring real estate email blast	Webmaster
Posted monthly real estate sales reports	Posted 103 documents to the website

iContact Report, March 2023

	Title	Contact	Open	Clicks	No Info	Bounce	Smartphone	Tablet	Computer	Unsubscribe	Complain
03/31/23	What's Up in the Village	16,719	55.22%	42.45%	44.06%	0.72%	30%	7%	63%	14	6
03/29/23	From the President of Third: Further Reducing Fire Risk to Third Mutual	4,264	66.06%	3.59%	33.65%	0.28%	28%	7%	66%	2	1
03/28/23	Garden Center Leadership Team Objectives	516	75.58%	0.00%	23.64%	0.78%	22%	4%	74%	2	0
03/24/23	What's Up in the Village	16,724	49.61%	40.93%	49.78%	0.61%	34%	6%	60%	11	4
03/23/23	Save the May Date: Village Spring Real Estate Forum	523	55.64%	3.44%	42.83%	1.53%	17%	0%	83%	2	0
03/22/23	From the President of Third: Installation of Flashing Stop Signs	4,257	67.18%	0.84%	32.35%	0.47%	25%	9%	65%	2	1
03/17/23	What's Up in the Village	16,739	51.34%	47.89%	48.00%	0.66%	35%	5%	59%	7	2
03/15/23	From the President of Third: Proposed Updates to Third's Air Conditioning Units/Heat Pumps Standard	4,257	68.03%	9.53%	31.57%	0.40%	26%	6%	68%	1	1
03/14/23	From the GRF Board: Building E	16,509	57.93%	4.02%	41.37%	0.70%	33%	8%	59%	28	6
03/13/23	Billing Update: Garden Center Annual Rental Fee Increase	516	79.07%	0.00%	20.35%	0.58%	31%	4%	65%	0	0
03/10/23	What's Up in the Village	16,779	51.02%	47.16%	48.37%	0.61%	34%	8%	58%	9	5
03/09/23	Save the May Date: Village Spring Real Estate Forum	531	57.25%	3.62%	41.05%	1.69%	6%	0%	94%	5	0
03/08/23	From the President of Third: Proposed Updates to Third's Pet Policy	4,270	69.09%	23.12%	30.52%	0.40%	30%	11%	59%	2	1
03/07/23	From the President of United: Town Hall Recap	3,694	68.76%	9.96%	30.43%	0.81%	37%	7%	56%	3	1
03/03/23	What's Up in the Village	16,801	50.54%	41.29%	48.87%	0.59%	33%	6%	60%	12	4
03/02/23	Garden Center Leadership Transition and Other Important Garden Business	517	77.18%	0.50%	22.44%	0.39%	10%	6%	84%	0	0
03/01/23	From the President of Third: Fannie Mae Not Providing Third Home Loans	4,269	65.45%	1.61%	34.36%	0.19%	27%	7%	66%	0	0
		Total	Averages							Totals	
		127,885	62.64%	16.47%	36.68%	0.67%	26%	6%	68%	100	32

iContact Report, April 2023

	Title	Contact	Open	Clicks	No Info	Bounce	Smartphone	Tablet	Computer	Unsubscribe	Complain
04/28/23	What's Up in the Village	16,813	56.08%	37.58%	43.35%	0.57%	30%	8%	62%	9	2
04/27/23	Employee Newsletter	321	38.32%	67.48%	61.68%	0.00%	5%	0%	95%	0	0
04/26/23	From the GRF Board: Don Tibbetts	16,380	55.90%	0.00%	43.47%	0.63%	37%	6%	57%	13	6
04/26/23	From the President of Third: Proposed Standard 41 - Solar Panels for One-Story Buildings	4,262	65.25%	6.26%	34.28%	0.47%	30%	8%	61%	2	0
04/21/23	What's Up in the Village	16,656	54.57%	33.78%	44.70%	0.72%	31%	7%	62%	13	6
04/20/23	Save the Date: Village Spring Real Estate Forum	512	54.49%	3.23%	44.73%	0.78%	22%	4%	74%	2	0
04/19/23	From the President of Third: A Landscaping Proposal for Third	4,267	64.68%	1.23%	34.73%	0.59%	24%	9%	67%	4	1
04/14/23	What's Up in the Village	16,667	55.28%	35.19%	43.89%	0.83%	30%	8%	62%	9	3
04/12/23	From the President of Third: The Importance of Having Your Own HO-6 Policy	4,264	67.03%	1.01%	32.46%	0.52%	26%	7%	67%	2	0
04/11/23	From the GRF Board: Proposed Clubhouse Fees	16,431	57.99%	4.89%	41.18%	0.82%	31%	5%	64%	25	6
04/07/23	What's Up in the Village	16,702	55.15%	39.30%	43.99%	0.86%	29%	6%	65%	8	3
04/06/23	Save the May Date: Village Spring Real Estate Forum	520	50.19%	1.15%	48.85%	0.96%	13%	0%	87%	7	0
04/04/23	From the President of United: Town Hall Recap	3,685	64.40%	3.54%	34.87%	0.73%	36%	5%	59%	3	1
		Total	Averages							Totals	
		117,480	56.87%	18.05%	42.48%	0.65%	26%	6%	68%	97	28

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STAFF REPORT

DATE: May 15, 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: Paul Ortiz, Broadband Services General Manager

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

Committee Routing: GRF Media and Communications Committee

ATTACHMENT(S)

- i. **Subscriber Counts**

Subscriber Counts, March-April 2023

Subscriber Counts	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	YOY
Village TV YouTube	3,180	3,183	3,191	3,515	3,734	3,743	3,780	3,793	4,300	4,301	4,368	4,395	4,414	27.96%
Broadband Services														
DIGITAL Households	6,824	6,800	6,786	6,749	6,726	6,726	6,703	6,692	6,680	6,679	6,658	6,621	6,586	-3.61%
SERVICE CALLS	267	238	259	244	254	245	241	185	211	239	188	237	210	-27.14%
Set-Top Boxes														
HD Standard 062	1,424	1,427	1,423	1,424	1,424	1,421	1,428	1,430	1,434	1,438	1,447	1,439	1,438	0.97%
DVR's 063	3,640	3,619	3,605	3,573	3,566	3,557	3,543	3,535	3,521	3,519	3,502	3,483	3,455	-5.35%
HD DTA's 064	1,410	1,396	1,379	1,362	1,338	1,327	1,321	1,306	1,296	1,292	1,272	1,258	1,241	-13.62%
TiVo MG2 065	675	689	704	714	716	725	729	728	735	736	743	749	758	10.95%
TiVo Qi3 067	480	486	497	501	504	509	516	518	524	525	529	534	541	11.28%
Cable Card 111	179	179	178	178	179	174	175	176	177	178	176	173	169	-5.92%
DTA-Digital to Analog 112	71	71	69	67	67	67	65	65	65	65	65	65	65	-9.23%
Premium Movie Channels														
Cinemax	93	93	92	91	89	86	86	86	85	84	83	83	83	-12.05%
HBO	670	662	654	647	648	639	631	623	617	610	596	590	584	-14.73%
Showtime	335	330	328	325	320	320	310	311	310	306	301	298	295	-13.56%
Starz/Encore	237	230	227	218	211	209	209	213	213	209	202	196	196	-20.92%
Playboy	15	15	15	15	14	15	16	16	13	13	14	14	13	-15.38%
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	13	13	13	13	13	13	13	13	13	13	13	7.69%
Fillipino Channel	24	25	25	26	27	27	24	23	23	23	24	24	24	0.00%
TV5 Monde	19	20	19	19	17	17	17	17	17	17	19	18	18	-5.56%
CCTV4	7	7	7	7	7	7	7	7	7	7	7	7	7	0.00%
TVKorea	9	8	7	8	9	8	7	6	6	6	6	6	6	-50.00%
RAI Italia	12	12	12	11	11	11	10	10	10	9	10	10	10	-20.00%
TV Japan	60	59	59	59	60	59	58	58	58	59	59	57	58	-3.45%
High Speed Internet														
30Mbps/5Mbps	4158	4129	4102	4069	4013	4024	4014	3987	3975	3960	3978	4043	4027	-3.25%
65Mbps/5Mbps	2815	2808	2804	2824	2828	2846	2869	2883	2890	2894	2890	2850	2855	1.40%
125Mbps/15Mbps	2008	2013	2013	2029	2046	2043	2041	2033	2048	2065	2070	2072	2072	3.09%
250Mbps/20Mbps	1880	1897	1920	1946	1967	1983	1999	2015	2039	2059	2071	2041	2007	6.33%
500Mbps/25Mbps											0	5	13	61.54%
Internet Total	10,861	10,847	10,839	10,868	10,854	10,896	10,923	10,918	10,952	10,978	11,009	11,011	10,974	1.03%
Internet HH +/- Per Month	-12	-14	-8	29	-14	42	27	-5	34	26	31	33	-35	43

AVG. Internet Installs Per Mo.

Internet Subs 65Mbps or Less	6,882	62.71%
Internet Subs 125Mbps or More	4092	37.29%

10,974