



OPEN MEETING

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

**Monday, May 16, 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 April 18, 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. The Broadband Group Report – Eileen Paulin
9. Website Ad Hoc Committee Staff Report – Ellyce Rothrock
10. Broadband Services Report – Paul Ortiz

Items for Future Agendas:

- Website Ad Hoc Committee Focus Group
- Advisor Handbook
- West Coast Internet Pricing

Concluding Business:

- Committee Member Comments
- Date of Next Meeting: June 20, 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

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

**Monday, April 18, 2022 – 1:30 p.m.
Board Room / Virtual Hybrid Meeting**

REPORT

Members Present: Chair Joan Milliman; Directors, Juanita Skillman, Annie McCary, Neda Ardani, Maggie Blackwell; Advisor, Carmen Pacella; Alternates Deborah Dotson, Lynn Jarrett

Members Absent: Directors James Cook, Ryna Rothberg; Advisors Theresa Frost, Tom Nash, Lucy Parker

Others Present: Elsie Addington, Egon Garthoffner, Richard Rader

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

1. Call to Order

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 March 21, 2022

Approved by unanimous consent.

5. Chair's Remarks

Chair Milliman welcomed the committee to spring and highlighted the Village Breeze cover, which captures the season. She mentioned that the photographer is a resident in the Village. She thanked the Department of Media and Communications for producing this publication and all the other communications.

6. Member Comments

Richard Rader mentioned he tried to sign up for CNN+, but could not, because it requires the TV provider to be listed. Are there any plans to offer this programming? As a follow-up question, Mr. Rader asked if there is any possibility this channel could be streamed through the internet.

Mr. Ortiz stated this was considered about four or five years ago, and GRF Media and Communications Committee decided that this would be too expensive. He also thought this would be available as a pay streamed service.

Items for Discussion

7. Media and Communications Report – Eileen Paulin

Ms. Paulin stated it's been a busy month and it's getting busier as more amenities open back up. She highlighted from the Media and Communications Activities Report:

- The event at the Equestrian Center on April 16, which drew 500 people
- The 73 projects tracked, 125 posts to the website, the CEO's office fielding 400 to 500 phone calls and information@lagunavillage.com email address that gets utilized
- The April/May 2022 Village Breeze, which just mail dropped
- Targeted communications coming out of our department, such as the Manor Alterations newsletter every other week
- The CR&R trash rollout and new bulky-item collection process communicated in the magazine, email blast and on the message boards
- The third informational GRF Transportation meeting next month
- Strong open rates reported on iContact
- Overseeing all of the budget PowerPoint decks, Maintenance and Construction notices and Third Mutual's fumigation notices.

She mentioned that CEO Siobhan Foster has attended meetings with different gate groups and the Garden Villa Association. Ms. Paulin has accompanied her on these appearances. They plan to continue to go out and meet with these resident groups.

New resident orientations and docent tours are in person and running well. The request for new docents received a great response. The next step will be training the new docents. The attendance numbers are up for new resident orientations and the docent tours are full.

Ms. Paulin highlighted tasking completed by Village Television:

- "This Day" broadcasting six days a week
- The Monday, Friday and Saturday movies
- "Trading Post" show
- City Council meetings for City of Laguna Woods
- "Let's Talk Tech" show
- Over 2,000 minutes of original content

Ms. Paulin commended Chicago Club's video coverage of the History Center.

She discussed the Laguna Woods Art Association's participation in an Earth Month public awareness campaign in partnership with the El Toro Water District, the artist Wyland and the Municipal Water District of Orange County. Campaign artwork will be temporarily on display in the Community Center after which the Art Association will keep and display.

8. Website Ad Hoc Committee – Ellyce Rothrock

Ms. Rothrock reported that at the April 5 GRF board meeting, resolution 90-22-18 was passed to approve the Website Ad Hoc Committee. As soon as we have the roster of committee members, we will go forward with regular meetings, focus groups and formal activities.

9. Broadband Services Report – Paul Ortiz

Mr. Ortiz reported a 22% increase in subscriber count compared to a year ago. More people are watching Village Television and subscribing to the YouTube Channel. More people are streaming and using the internet to view a lot of their content. He also reported that pay channel subscriptions are down as residents are moving toward streaming services.

He reported that internet subscribers are converting to higher speeds because of the demand for bandwidth and demand for interaction with their device.

Golden Rain Foundation of Laguna Woods
Media and Communications Committee
May 16, 2022

Mr. Ortiz mentioned the meeting that transpired with West Coast Internet and will have more information at a later date, adding that prices have not increased since 2014.

Mr. Ortiz stated Village Television is doing a wonderful job. The TV studio was recently honored to have Bob Eubanks as a guest, promoting a fitness device.

He announced that Village Television is producing a new show, "Did You Know?" hosted by Rebeca Gilad, who interviews people in our community from all over the world. P.J. Higgins, Cole Young and Mark Weiss are helping produce this program.

Mr. Ortiz mentioned some technical issues the studio has been having, but the head engineer and staff created a workaround. He commended the support of headend engineer John Nadal and the Broadband staff.

Director Skillman asked whether the international pay TV channels are streaming. Mr. Ortiz stated that he believed that some of those channels are available directly online and that those international channels retained their subscribers since they became available in the Village.

Director McCary asked whether the new Village Television program "Did You Know?" has already launched. Mr. Ortiz stated the premier aired in April and that the program airs on Sundays at 3:30 p.m. He added that they are in production on the May programs.

Director McCary asked about the technical issues. Mr. Ortiz explained some of the technical details with the router, server and cameras.

Mr. Ortiz mentioned that the Village Television studio acquired a desk from another local studio that moved and needed to offload some furniture. The division had budgeted to replace its decades-old studio desk for \$17,500, but estimated the one they acquired cost less than \$2,000.

Director Skillman thanked Village Television for the new table in the other part of the studio where she records the "Trading Post" show.

Items for Future Agendas

Director Skillman asked about the Broadband Ad Hoc Committee. Ms. Paulin stated that they anticipate having a recommendation from The Broadband Group soon and added this to next month's agenda.

Ms. Paulin stated that for the advisor handbook, we need to schedule deadlines to get that project moving.

Ms. Paulin stated that staff is waiting to hear back from West Coast Internet. They are recommending a modest price increase, because the future direction of the industry is moving from cable to streaming.

Concluding Business

Committee Member Comments

Advisor Pacella stated it was great to be back in person, adding that the more people you get in the seats, the more activity you'll have. He stated he and others who have commented are extremely happy with the Village Breeze and to keep up the good work. He thanked Mr. Ortiz for all his efforts.

Director Blackwell stated she thinks Media and Communications is one of the hardest working groups in the Village. This is phenomenal communication. The residents are learning. The Village Breeze, weekly reports and other communications are easy to read and accessible.

Director McCary agreed with Director Blackwell's comments on how communication is being delivered. She commended the work the staff is doing to produce good communications and consistent delivery. She thanked everyone for a smooth meeting.

Chair Milliman echoed what was said. She thanked all for a wonderful job and stated we're lucky to have the professional staff we have.

Golden Rain Foundation of Laguna Woods
Media and Communications Committee
May 16, 2022

Ms. Paulin stated on behalf of the group that we like what we do and we're doing the best we can. She commended the synergy of every staff member present, in the studio and at Broadband Services.

Ms. Rothrock stated she feels very fortunate to work under Ms. Paulin's leadership, as the visionary for the department, and lucky to work with talented, wonderful colleagues.

Mr. Ortiz thanked everyone for their comments.

Director Ardani thanked everyone for a good meeting and the beautiful Village Breeze. She requested publishing again the chargeable services and alterations chart that was published in a past issue. She also requested an update on the trash bins and a discussion ensued.

Ms. Paulin received a trash update message during this meeting that CR&R will provide low-profile bins free of charge for residents who have expressed difficulty placing their trash in the new bins, which are 6 inches taller than previous bins. CR&R is manufacturing low-profile bins to accommodate resident requests. Send CR&R an email to request the low-profile bins.

Director Skillman stated we have no control over CR&R and requested encouraging residents to leave the organic trash cans where they are. If the bins are not where they're supposed to be on the CR&R drivers' route, they won't empty them.

Director Dotson thanked everyone for a great meeting and commended Mr. Ortiz and the team for being professional and a pleasure to work with.

Director Jarrett commended everyone on a good meeting, wonderful work and great communication.

Date of Next Meeting – Monday, May 16, 2022, at 1:30 p.m.

Adjournment

Chair Milliman adjourned the meeting at 2:28 p.m.


Joan Milliman, Chair
Media and Communications Committee



STAFF REPORT

DATE: May 16, 2022
FOR: GRF Media and Communications Committee
SUBJECT: Media and Communications Activities Report – April 2022

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 in April 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 79 projects in April. Additionally, Media and Communications entered 24 email addresses into iContact and posted 108 items on the website in April.

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 April include:

- April/May 2022 Village Breeze digital edition linked and posted
- What's Up in the Village (Friday email blast): Five editions
- Weekly press releases for the Globe: Four weeks
- Third Mutual weekly email blasts: Three editions
- Manor Alterations biweekly news bulletin: Three 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 can send email communications to VMS employees and directors on each of the boards.

Key messages that Media and Communications delivered in April include:

- Hear Ye, Hear Ye! (Village Renaissance Faire)
- Third and Final Age Well Town Hall
- National Take Back Day Is Tomorrow
- Learn ETWD's Water Conservation Requirements
- Mother's Day Buffet
- Memorial Day at the PAC
- Driving Range Closure
- Laguna Woods Construction Notice
- Return of Children's Swim Program
- Let's Dance!
- What the Pandemic Taught Us About Mental Health
- 2022 Village Health and Wellness Expo
- One Whale of an Effort
- Fire Up the Grill—Safely
- "Did You Know?" (TV6's new programming)
- Charging Ahead
- Bicycle Riding and Walkways
- PAC Concert Canceled
- Bulky-Item Pickup Program
- Easter at the Equestrian Center
- Earth Day in the Woods
- Gate 12 Security Measures
- Enjoy the April/May 2022 Village Breeze!
- What Would YOU Ask Board Candidates?
- Village Games Update (Tennis Courts 1-8)
- Organics Recycling Options
- Eric Nuñez Named Security Chief

- Free Movie Event
- Coming to the PAC
- Meet the Candidates
- Why Is My Grass Overgrown?
- Prepare for Extreme Heat and Wildfire
- Street Sweeping Update
- Things Get Bazaar in the Village Tomorrow
- Update: Second Transportation Info Event
- Spring Pool Hopping
- El Toro Outbound Golf Cart Card Reader Operational
- Street Sweeping Update
- Why Is My Power Out?
- Showcase Your Talent at the 8th Annual Art Affair
- AARP Offers Smart Driver Class
- TV6 Weekly Featured Movies
- Village Meeting Calendar

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

- Organized appearances of CEO and staff directors at various neighborhood gatherings
- Worked on the style sheet for and participated in the company-wide administrative assistant/division coordinator training
- Proofed and formatted inter-board anti-harassment committee charter and policy
- Created Village Renaissance Faire, Jazz Dance, Mother's Day, Monday Movies, AARP Smart Driver Refresher Course, Southbound and Company, equitation/dressage and Bonanza flyers for the Department of Recreation and Special Events
- Produced Brain Health flyer for Social Services
- Produced marketing materials for the second 2022 Art Affair for Recreation
- Created Health and Wellness Expo Passport for Recreation
- Updated Tap Dance flyers for Recreation
- Updated Brent Pierson personal trainer brochure for Recreation
- Updated Recreation Available Amenities document
- Created electric vehicle charging FAQ document for Department of General Services Transportation Division
- Updated the United Mutual assessment infographic for the June/July 2022 Village Breeze
- Developed docent volunteer training for meeting
- Coordinated and organized three docent tours
- Coordinated and organized Third Mutual new resident orientation
- Edited Transportation Q&A from second meeting
- Edited Meet the Candidates forum protocol
- Updated United Mutual fumigation documents

- Created Garden Center, Fitness Center and tennis court signage
- Worked on the June/July 2022 Village Breeze
- Appeared on “This Day” to discuss the April/May 2022 Village Breeze
- Linked and posted to the website the April/May 2022 Village Breezej
- Worked on the April/May 2022 Employee Newsletter
- Created VMS workers’ compensation presentation
- Produced VMS PowerPoint presentation for United Mutual and Third Mutual board meetings
- Produced “This Day” PowerPoint decks for GRF and Third Mutual board directors
- Produced “This Day” PowerPoint decks for CEO and department directors
- Produced CEO PowerPoint updates for GRF, Third and United board meetings
- Edited and formatted PowerPoint deck for Department of Human Resource Services director
- Posted regular Facebook updates
- Posted TV and movie programming guides for Village Television
- Posted Landscaping Services projected schedules
- Posted updated Pool Schedule for Department of Recreation and Special Events
- Posted club and non-club events
- Posted monthly resales documents
- Proofed weekly schedule of board and committee meetings

Tasking completed by Village Television (TV6) in 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 appear 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 City Council Meetings for the City of Laguna Woods
- Produced a new show “Did you Know?” with Rebeca Gilad
- Producing a new dance show with Laura Fremont
- Produced six commercials for cable network advertisers
- Produced twenty-two segments for cable network advertisers
- Produced “Let’s Talk Tech” with Debbie Dotson, “Tales from the Woods,” and “Writers & Readers”
- Produced over 25 hours of governance meetings
- Broadcasts over 2,000 minutes of original content each month

New Resident Orientations

New resident orientations occur once a month for each mutual and serve as another way to subscribe residents to iContact. They were conducted in April in the Community Center board room. These charts show the number of new residents in attendance year to date.

United Mutual

Date	Attendance	Director
Wednesday, January 12, 2022	CANCELED	
Friday, February 04, 2022	14	
Wednesday, March 9, 2022	21	
Friday, April 1, 2022	13	
Wednesday, May 11, 2022		
Friday, June 3, 2022		
Wednesday, July 13, 2022		
Friday, August 5, 2022		
Wednesday, September 7, 2022		
Friday, October 7, 2022		
Wednesday, November 9, 2022		
Friday, December 2, 2022		
	48	

Third Mutual

Date	Attendance	Director
Friday, January 21, 2022	12	Jarrett
Wednesday, February 16, 2022	10	Rane-Szostak
Friday, March 18, 2022	17	Mutchnick
Wednesday, April 20, 2022	15	McCary
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		
	54	

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. The chart below shows the number of prospective residents who attended the docent tours.

Date	Attended
Thursday, April 14	10
Thursday, April 21	15
Thursday, April 28	16
	41

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, April 2022

Village Television	Media and Communications
"This Day" live six days a week with two rebroadcasts	Linked/posted April/May Village Breeze
CEO/GM Siobhan Foster on air weekly	Docent volunteer training
Trading Post on air Monday, Wednesday	4/14 docent tour
Message boards updated daily	4/21 docent tour
Movies Mondays, Fridays, Saturdays	4/28 docent tour
Producing new dance show with Laura Fremont	"This Day" appearance for April/May Village Breeze
TV6 guide, movies/meetings schedule	4/1 Friday eblast
Special daily exercise classes for residents	4/7 Globe press releases
Produced City Council meetings for the City	4/8 Friday eblast
Produced new Rebeca Gilad "Did You Know?" show	4/14 Globe press releases
Produced six commercials for cable advertisers	4/15 Friday eblast
Produced 22 segments for cable advertisers	4/21 Globe press releases
Produced "Tales From the Woods" show	4/22 Friday eblast
Produced "Writers and Readers" show	4/28 Globe press releases
Produced "Let's Talk Tech" with Debbie Dotson	4/29 Friday eblast
Produced over 25 hours of governance meetings	Email subscriber list maintenance
Broadcasted over 2,000 minutes of original content	Mail Village Breeze to residents nondelivered
Recreation	Board Relations
2022 Health and Wellness Expo Passport	MACC activities report, agenda, minutes
Brent Pierson personal trainer brochure	Proofing weekly board/committee meeting schedule
Village Renaissance Faire flyer	Regular Facebook posting
Jazz Dance With Laura Fremont flyer	Inter-board anti-harassment committee charter/policy
AARP Smart Driver refresher course flyer	Three weekly Third Mutual email blasts
Equitation and dressage flyer	4/1 United new resident orientation
Bonanza flyer	4/20 Third new resident orientation
Mother's Day flyer	Third, United NRO guest packet handouts
Monday Movies flyer	United assessment infographic for Village Breeze
Southbound and Company flyer	United fumigation documents
Second 2022 Art Affair flyer	Meet the Candidates forum protocol
Garden Center signage	VMS PowerPoint presentation for United Board
Fitness Center signage	VMS PowerPoint presentation for Third Board
Tennis courts signage	TV6 PowerPoint decks for GRF, Third directors
Available Amenities document	CEO Updates: GRF, Third, United
Recreation webpage updates	CEO correspondence
General Services	Information Services
TV6 PowerPoint deck for director	Posted monthly real estate sales reports
Second Transportation Q&A	Security Services
Electric vehicle charging FAQ	Brain Health flyer for Social Services
Landscaping Services	Company-wide
Weekly Landscape Maintenance Schedules	Administrative Assistant/Division Coordinator training
Maintenance & Construction	Webmaster
Three Manor Alterations news bulletins	Posted TV & movie programming guides
Six Third fumigation notices	Posted non-club related events
Contractors/subcontractors notice	Posted club events, updated contacts
Human Resources	Posted 108 items to the website
Director PowerPoint presentation	
VMS workers' compensation presentation	

iContact Report, April 2022

Date	Title	Contact	Open	Clicks	No Info	Bounce	Smartphone	Tablet	Computer	Unsubscribe	Complain
04/29/22	What's Up in the Village	17,298	46.18%	46.53%	53.65%	0.17%	34%	7%	58%	10	3
04/29/22	Manor Alterations News Bulletin	92	42.39%	15.38%	57.61%	0.00%	22%	0%	58%	0	0
04/27/22	Weekly Wednesday Email: Resales Update	4,225	59.55%	0.00%	40.26%	0.19%	23%	6%	70%	2	0
04/22/22	What's Up in the Village	17,325	49.06%	47.26%	50.74%	0.20%	34%	9%	56%	17	2
04/15/22	What's Up in the Village	17,344	54.58%	39.69%	45.24%	0.17%	34%	9%	57%	18	4
04/15/22	Manor Alterations News Bulletin	92	46.74%	16.28%	53.26%	0.00%	33%	0%	67%	0	0
04/13/22	Weekly Wednesday Email: Third Mutual Insurance Update	4,221	58.37%	0.00%	41.51%	0.12%	24%	6%	69%	1	0
04/08/22	What's Up in the Village	17,358	55.00%	42.21%	44.78%	0.22%	32%	9%	59%	10	1
04/06/22	Weekly Wednesday Email: Addressing Misstatements and Misinformation	4,221	63.59%	0.00%	36.25%	0.17%	15%	5%	81%	3	0
04/01/22	What's Up in the Village	17,362	48.95%	44.12%	50.89%	0.16%	35%	8%	57%	6	0
04/01/22	Manor Alterations News Bulletin	92	46.74%	18.60%	53.26%	0.00%	12%	0%	88%	0	0
			Averages							Totals	
			51.92%	24.55%	47.95%	0.13%	27%	5%	65%	67	10

STAFF REPORT

DATE: May 16, 2022
FOR: Media and Communications Committee
SUBJECT: First Quarter 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

Department	Actual PMPM*	Budgeted PMPM*	Variance
Broadband	(\$22.29)	(\$24.21)	8% Better
Village TV	(\$3.13)	(\$3.10)	1.6% Worse
Media 55	\$1.61	\$3.42	53% Worse
Internet	\$12.09	\$14.25	15% Worse
TOTAL	(\$11.72)	(\$9.64)	8% Worse

**Per Manor Per Month*

FINANCIAL ANALYSIS

Broadband budget	(\$3,700,472.00)	(\$24.21) PMPM
Village TV budget	(\$474,193.00)	(\$3.10) PMPM
Media 55 budget	\$522,783.00	\$3.42 PMPM
Internet budget	\$2,178,400.00	\$14.25 PMPM

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

ATTACHMENT(S)

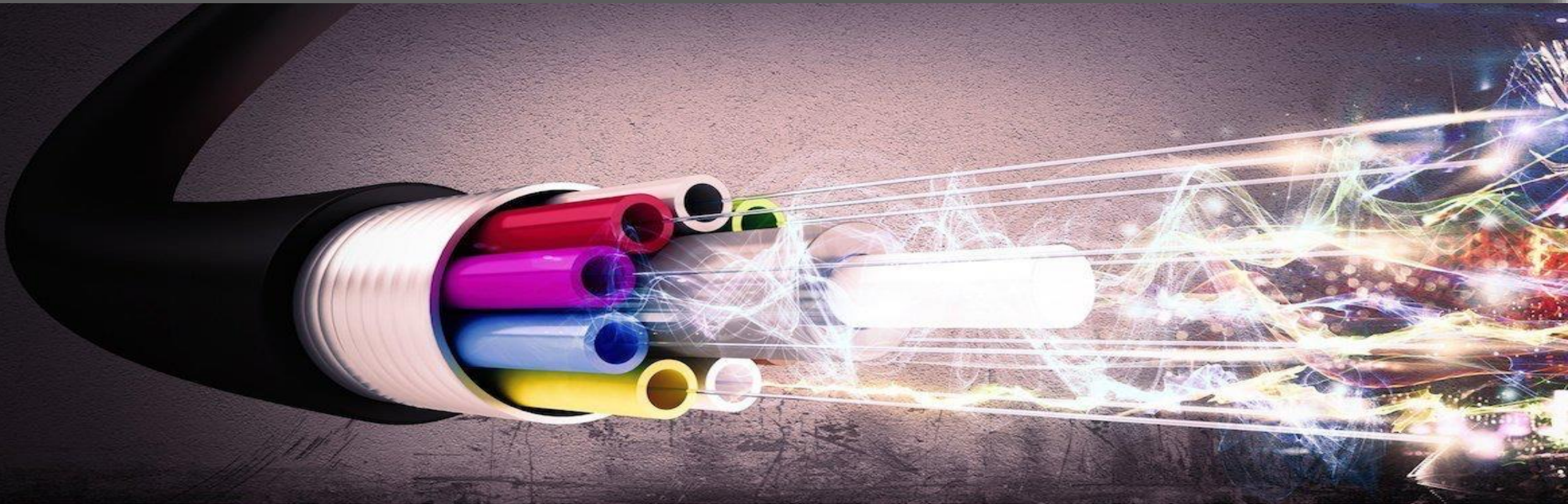
- i. Broadband Services First Quarter Report Presentation

Media & Communications Committee Meeting

 GOLDEN RAIN FOUNDATION
of LAGUNA WOODS

May 16, 2022

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



2022 Cable TV Network Operation *First Quarter Report*

WC 20	Actuals	Budget
Operating costs	(\$1,429,568.00)	7.44% better
Non-assessment revenue	\$577,655.00	6.55% worse
Programming costs	(\$997,561.00)	0.62% better
Franchise fees	(\$65,002.00)	0% better
Net revenue/(Expense)	(\$851,913.00)	8.04% better

- **First Quarter, the Cable TV Network cost each resident \$22.29 (PMPM)**
- The Cable TV Network operation budget for 2022 is \$24.21 PMPM
- National average for cable television is approximately \$110 per month*

*Leichtman Research Group

2022 Broadband Services Operation *First Quarter Report*

Work Center	Net Revenue/(Expense)	PMPM
Broadband	(\$851,913.00)	(\$22.29)
Village Television	(\$119,746.00)	(\$3.13)
Media 55	\$61,477.00	\$1.61
Internet	\$462,173.00	\$12.90

- **First Quarter, Broadband Services cost each resident \$11.72 PMPM**
- Broadband Services accounts for 42% of the GRF's Non-Assessment Revenue

Programming Contracts Forecast Report

2021	2022	2023	2024	2025
\$3,752,088	\$4,015,000	\$4,177,752	\$4,454,672	\$4,679,743
\$24.55 PMPM	\$26.27 PMPM	\$27.33 PMPM	\$29.14 PMPM	\$30.62 PMPM
	7.1% INCREASE	4.9% INCREASE	6.6% INCREASE	4.9% INCREASE

PER MANOR PER MONTH (PMPM) IS FOR PROGRAMMING FEES ONLY AND DOES NOT INCLUDE OPERATIONAL COSTS

DIRECTV
stream

Start Free Trial

\$69.99

sling

Start Free Trial

\$35.00
and Up

hulu

Start Free Trial

\$64.99
and Up

fubo^{TV}

Start Free Trial

\$64.99

 **YouTubeTV**

Start Free Trial

\$64.99

Broadband Subscriber Count Report

Subscriber Counts	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	YOY
Village TV YouTube	1,886	1,930	1,948	2,009	2,045	2,082	2,141	2,170	2,219	2,278	2,310	2,337	3,180	40.69%
DIGITAL Households	7,002	6,981	6,964	6,948	6,944	6,907	6,903	6,902	6,890	6,897	6,877	6,852	6,824	-2.61%
Set-Top Boxes														
HD Standard 062	1,484	1,468	1,452	1,447	1,436	1,428	1,411	1,401	1,402	1,407	1,413	1,419	1,424	-4.21%
DVR's 063	3,847	3,848	3,833	3,798	3,783	3,751	3,723	3,711	3,695	3,692	3,688	3,661	3,640	-5.69%
HD DTA's 064	1,437	1,457	1,462	1,462	1,470	1,474	1,491	1,493	1,481	1,462	1,444	1,426	1,410	-1.91%
TiVo MG2 065	548	544	548	571	586	606	619	632	644	666	666	674	675	18.81%
TiVo Qi3 067	389	387	390	409	421	433	442	451	460	474	474	478	480	18.96%
Cable Card 111	181	180	179	179	182	181	180	180	180	180	179	180	179	-1.12%
DTA-Digital to Analog 112	114	76	74	73	73	73	73	72	72	71	71	72	71	-60.56%
PREMIUM MOVIES														
Cinemax	114	110	111	110	108	107	107	106	104	102	98	94	93	-22.58%
HBO	785	776	763	749	742	727	724	706	698	688	684	675	670	-17.16%
Showtime	394	386	379	368	364	358	353	352	351	345	338	330	335	-17.61%
Starz/Encore	269	266	258	254	246	239	239	240	238	233	231	239	237	-13.50%
Playboy	17	15	16	15	16	16	17	17	16	16	15	15	15	-13.33%
International Pay TV														
TV Asia	2	2	2	2	2	2	2	2	2	1	1	1	1	-100.00%
CTI-Zhong Tian	14	14	14	14	13	12	12	12	12	12	12	12	12	-16.67%
Filipino Channel	28	27	27	27	27	26	25	25	25	24	23	23	24	-16.67%
TV5 Monde	25	23	22	22	22	21	21	19	19	19	19	19	19	-31.58%
CCTV4	8	8	8	8	8	8	8	8	8	8	8	7	7	-14.29%
TVKorea	9	9	9	9	9	9	11	10	10	9	9	9	9	0.00%
RAI Italia	10	11	11	11	11	12	12	11	12	13	14	12	12	16.67%
TV Japan	60	59	58	59	60	60	60	60	61	60	60	60	60	0.00%
High Speed Internet														
15Mbps/3Mbps	4,389	4389	4387	4361	4336	4320	4284	4265	4259	4247	4221	4191	4158	-5.56%
30Mbps/3Mbps	2,602	2663	2679	2690	2700	2709	2735	2731	2751	2775	2784	2801	2815	7.57%
50Mbps/5Mbps	1,839	1836	1838	1852	1857	1883	1886	1900	1929	1960	1990	1994	2008	8.42%
100Mbps/10Mbps	1,559	1578	1619	1628	1663	1687	1716	1748	1789	1825	1851	1865	1880	17.07%
Internet Total	10,389	10,466	10,523	10,531	10,556	10,599	10,621	10,644	10,728	10,807	10,846	10,851	10,861	4.35%

VILLAGE TELEVISION

April 3,180 subscribers
March 2,337 subscribers



Channel received 67,500 views
in the last 28 days
Beyond the Red Carpet
with Francine Brokaw
and Lady Colin Campbell
received over 35,000 views



Monday Movies



May 2
Cyrano
PG-13 | 2h 3min | 2021



May 9
Maverick
PG | 2h 7min | 1994



May 6
Marry Me
PG-13 | 1h 52min | 2022



May 13
A Cowgirl's Song
PG | 1h 39min | 2022



May 16
Captain Phillips
PG-13 | 2h 14min | 2013



May 23
The Matrix
R | 2h 16min | 1999



May 20
Strange Bedfellows
N/R | 1h 39min | 1965



May 27
Saving Mr. Banks
PG-13 | 2h 5min | 2013

May 30
Belfast
PG-13 | 1h 38min | 2021

Saturday Movies

May 7
Glory Road
PG | 1h 58min | 2006

May 14
Acting: The First Six Lessons
PG-13 | 1h 32min | 2021

May 21
Much Ado About Nothing
PG-13 | 1h 51min | 1993

May 28
Moonfall
PG-13 | 2h | 2022

Village Television thanks
these movie sponsors:



INTERNET SUBSCRIBERS *First Quarter Report*



10,861 internet subscribers April 2022

10,851 internet subscribers March 2022

4,158 internet subscribers 15/3 Mbps	\$23.50 per month
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2,815 internet subscribers 30/3 Mbps	\$28.50 per month
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2,008 internet subscribers 50/5 Mbps	\$38.50 per month
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1,880 internet subscribers 100/10 Mbps	\$48.75 per month
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INTERNET PRICES have not increased since 2014

- 64% of subscribers utilize 30/3 Mbps or less
- GRF shares revenue with West Coast Internet
- Non-assessment revenue for first quarter equaled \$468,295.00