



## **OPEN MEETING**

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

**Monday, June 20, 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](mailto: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 May 16, 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 – Ellyce Rothrock
8. Website Ad Hoc Committee Report – Ellyce Rothrock
9. Broadband Services Report – Paul Ortiz

#### **Items for Future Agendas:**

- TBD

#### **Concluding Business:**

- Committee Member Comments
- Date of Next Meeting: July 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

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

**Monday, May 16, 2022 – 1:30 p.m.  
Board Room / Virtual Hybrid Meeting**

**Members Present:** Chair Joan Milliman; Directors Neda Ardani, Maggie Blackwell, James Cook, Annie McCary, Ryna Rothberg, Juanita Skillman; Advisors Theresa Frost, Tom Nash, Carmen Pacella, Lucy Parker

**Members Absent:** None

**Others Present:** Elsie Addington, Bunny Carpenter, Egon Garthoffner, Norman Kahn, Richard Rader, Doug Rook

**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 April 18, 2022**

Approved by unanimous consent.

**5. Chair's Remarks**

Chair Milliman gave the floor to Ms. Paulin to discuss the staff response to the Geneva Presbyterian Church shooting incident that occurred on Sunday.

Ms. Paulin discussed the staff's response to the event and expressed condolences to everyone touched by it. She highlighted the importance of everyone in the Village signing up for the CodeRED emergency notification system, as this is the means by which urgent messages are deployed in an emergency, as they were twice on Sunday. She also mentioned Social Services will continue to be available for any counseling needs related to this incident. A discussion ensued.

**6. Member Comments**

Ms. Rothrock read one written comment about the loud volume of television commercials. Mr. Ortiz said a technician would come to his residence to investigate the cause and fix the issue. For residents with similar issues, Broadband Services technicians can remedy.

### **Items for Discussion**

#### **7. Media and Communications Report – Eileen Paulin**

Ms. Paulin stated the Village survey, mailings and signage were all cut from next year's Media and Communications budget. She highlighted from the Media and Communications activities report:

- Traffic on info@lagunawoodsvillage.com email
- The latest Village Breeze
- Strong open rates on email blasts
- Recreation events, including Wellness Expo, Renaissance Faire and more
- Social Services programs
- New Equestrian Center horses Sebbi and Gus
- New resident orientations and docent tours

She commended the TV studio for quickly changing its programming this morning in light of yesterday's incident.

New docent training starts tomorrow. Director Rothberg asked if docent tour participants include residents from the Towers. Ms. Rothrock answered surveys are offered afterward, but that information is not available before the tour.

Director McCary thanked staff for the TV6 slides when presenting board updates.

Director Cook asked what our limitations are with regard to transitioning from cable programming to streaming and about fiber optics to the street. Mr. Ortiz answered that residents currently have fiber to the curb, but the hope is to further that to the home. The oldest components in the current cable system go back to the 1999 rebuild.

Director Blackwell discussed ads other than MemorialCare in the Village Breeze. Ms. Paulin stated the magazine won't accept ads from a competitor, but other categories are accepted, and a discussion ensued.

#### **8. The Broadband Group Report – Eileen Paulin**

Ms. Paulin stated that since Broadband Services, Village Television, Media 55 and Internet moved under Media and Communications, Mr. Ortiz has cut costs significantly since his promotion to Broadband Services General Manager in May 2021. That includes significant savings in closed captioning of around \$30,000 a year, reduced franchise tax fees, the acquisition of a studio news desk for substantially less than was budgeted and cutting adult programming that had few subscribers. She stated cable and internet industries are going through significant changes, programming fees are increasing and major advertising is moving away from television toward internet streaming.

She stated the CEO will join the call with The Broadband Group next week. The ad hoc committee will meet in June.

#### **9. Website Ad Hoc Committee – Ellyce Rothrock**

Ms. Rothrock stated she received the approved roster at the last GRF board meeting. She read the names of the committee, restated the mission and discussed critical areas of the website that require attention, including site navigation, search function for site content and governing documents, document management, single sign-on, resident portal, interface with Granicus and TeamUp applications, contact forms and club websites.

#### **10. Broadband Services Report – Paul Ortiz**

Mr. Ortiz reported on the first quarter financials for the Broadband Services Division, which oversees the community's fiber-optic cable network, Village Television, Media Services 55, cable advertising and high-speed internet services. Highlights from his report include:

- The cable television network finished the first quarter better than budget because operating costs were lowered more than expected.
- Broadband Services accounts for 42% of GRF's non-assessment revenue.
- Programming costs per manor per month are forecasted to increase each year.
- Premium movie channel subscriptions are decreasing while high-speed internet services are increasing as more people move to streaming.
- Monday, Friday and Saturday movies remain popular; Village Television aired "Cyrano" May 2 after receiving requests.
- April saw the highest jump in Village Television subscriber counts from 2,337 in March to 3,180 in April.
- Village Television's YouTube channel received 67,500 views for "Beyond the Red Carpet With Francine Brokaw" and 35,000 views for an interview with Lady Colin Campbell.
- Internet prices have not increased since 2014.
- Non-assessment revenue for first quarter equaled \$468,295.

Mr. Ortiz announced that Village Television will feature its own foreign film festival in June, an idea requested by Director Kahn.

Director McCary asked about the franchise tax fees ending first quarter at "0% percent better" as reported in the cable television network operation report. Mr. Ortiz stated the franchise tax fees are right on budget. A discussion ensued.

Director Addington asked about the \$64.99 fee for YouTube and Mr. Ortiz answered that it's a per-month fee. A discussion ensued about the Lady Colin Campbell interview on Village Television.

Director Skillman thanked Director Kahn for the foreign film festival idea and stated she has received positive feedback from Village residents on this upcoming programming.

### **Items for Future Agendas**

Chair Milliman stated the items listed would likely be on next month's agenda.

### **Concluding Business**

#### **Committee Member Comments**

Advisor Nash commended the meeting and stated he was encouraged to see the direction we're going.

Advisor Frost apologized for being late; a work meeting ran late. She asked how to get Village Television once we switch to streaming. Mr. Ortiz discussed possibilities, adding that it would be a slow transition.

Director Ardani commended the meeting.

Advisor Parker stated she was impressed with the staff response to yesterday's emergency.

Advisor Pacella commended the Media and Communications staff for the amount and quality of work they accomplished, especially jumping into action with the incident over the weekend.

Director Rothberg stated the meeting was very informative.

Director Blackwell stated she was happy to be here and to learn so much.

Director Skillman thanked the staff for their work, which is demonstrated in the pages of today's meeting agenda packet.

Director McCary echoed Advisor Parker's and Advisor Pacella's comments about the great job this team does.

Ms. Paulin discussed objectives for the Broadband and website ad hoc committees over the next few months.

Golden Rain Foundation of Laguna Woods  
Media and Communications Committee  
June 20, 2022

Ms. Rothrock stated it was great to see everyone and encouraged all to stay safe.

Mr. Ortiz stated the member who commented about loud television commercials will have a technician at his home on Thursday.

Ms. McCracken thanked everyone for participating in the meeting.

Chair Milliman thanked the staff for the work they do, adding that feeling informed makes us feel safe; people tend to panic when they don't know what's going on.

**Date of Next Meeting – Monday, June 20, 2022, at 1:30 p.m.**

**Adjournment**

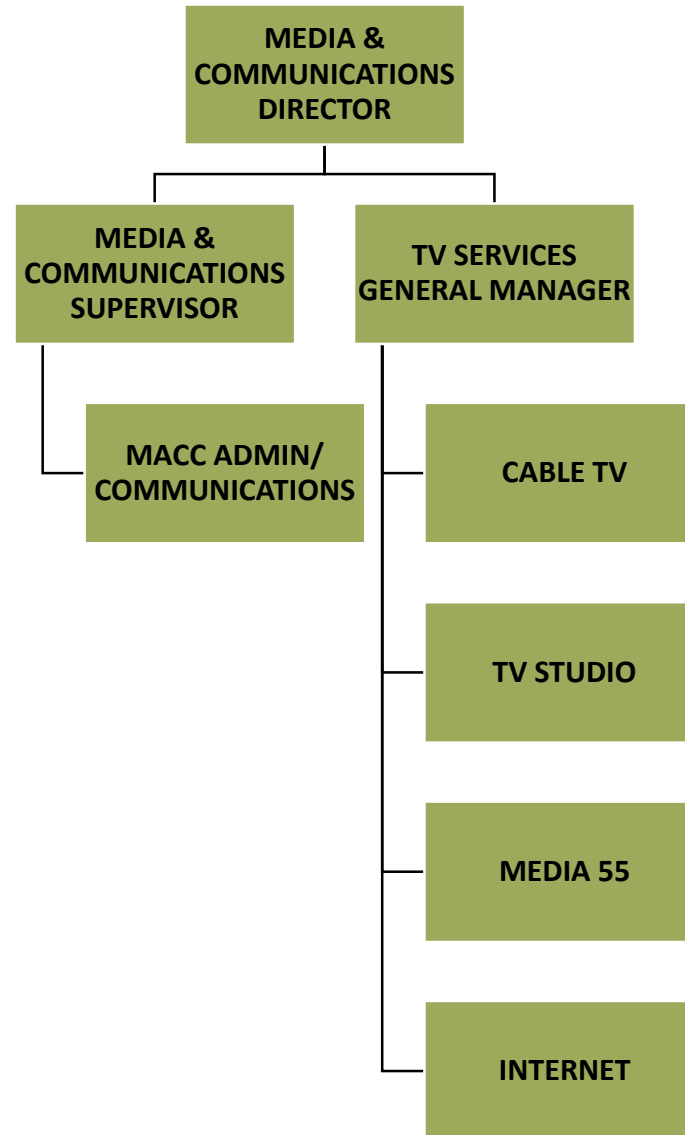
Chair Milliman adjourned the meeting at 2:55 p.m.

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

# Media and Communications Department Scope

- **Administration** executes comprehensive communications program to current and potential Village residents via electronic, print, website and social media platforms; provides docent tours to prospective residents and new resident orientations
- **Cable TV Network** operates and maintains GRF cable television system
- **TV Studio** coordinates and directs TV6 programming, including broadcasting of mutual and GRF open board meetings, club shows and Village news
- **Media Services 55** sells cable network and TV6 advertising that generates revenue for GRF, used to offset cable network television system costs
- **Internet Services** oversees delivery of high-speed internet service to Village homes through a joint agreement with West Coast Internet; VMS staff provides troubleshooting services

# Organizational Chart

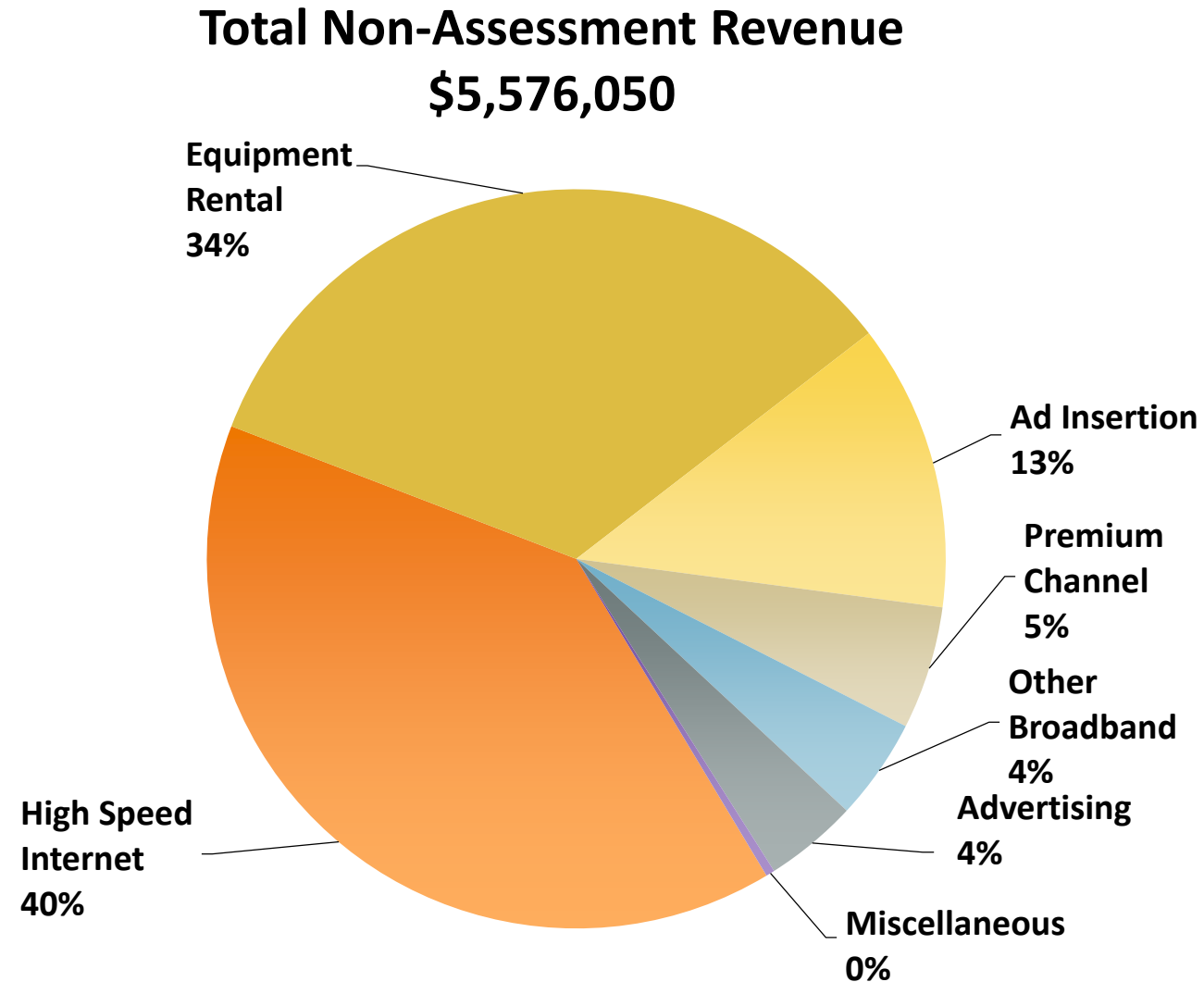




# Staffing: Full-Time Equivalents

Media and Communications	2019 Plan	2020 Plan	2021 Plan	2022 Plan	2023 v1 Plan	Increase/ (Decrease)
010 Admin	1.50	1.50	3.83	3.50	<b>4.30</b>	0.80
020 Cable TV Network	11.50	11.50	11.70	11.10	<b>10.10</b>	(1.00)
030 TV Studio	7.00	7.00	6.50	6.50	<b>6.50</b>	0.00
040 Media Services	2.00	2.00	2.00	2.25	<b>2.25</b>	0.00
050 Internet Service	1.00	1.00	1.00	0.00	<b>0.00</b>	0.00
<b>Total</b>	<b>23.00</b>	<b>23.00</b>	<b>25.03</b>	<b>23.35</b>	<b>23.15</b>	<b>(0.20)</b>

# Revenue Sources Media and Communications

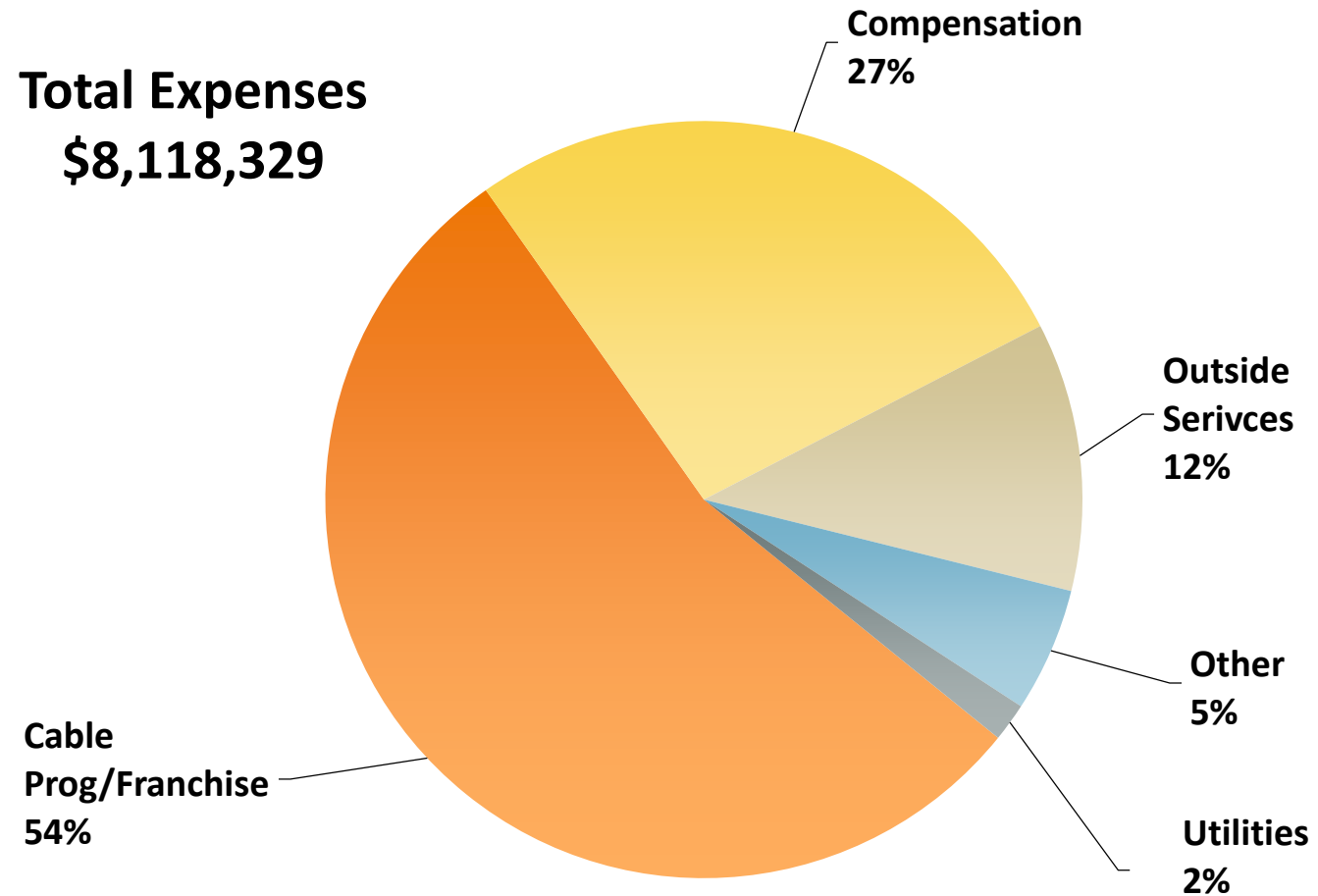


# Media and Communications Revenue

*\$ in thousands*

Revenue	2019 Actual	2020 Actual	2021 Actual	2022 Plan	2023 V1 Plan	Assessment Increase/ (Decrease)
Merchandise Sales	\$28	\$17	\$17	\$25	<b>\$17</b>	\$8
CH Rentals	1	1	0	1	<b>0</b>	1
High Speed Internet	1,599	1,693	1,787	2,200	<b>2,200</b>	0
Equipment Rental	1,833	1,867	1,851	1,908	1,879	29
Other BB Services	1,365	1,626	1,400	1,710	1,476	234
Miscellaneous	10	5	4	6	<b>4</b>	2
<b>Total Non-Assessment Revenue</b>	<b>\$4,836</b>	<b>\$5,209</b>	<b>\$5,059</b>	<b>\$5,850</b>	<b>\$5,576</b>	<b>\$274</b>

# Expense Sources Media and Communications



# Media and Communications Expenses

*\$ in thousands*

Expenses	2019 Actual	2020 Actual	2021 Actual	2022 Plan	2023 V1 Plan	Assessment Increase/ (Decrease)
Employee Compensation	\$1,346	\$1,576	\$1,625	\$1,774	<b>\$1,771</b>	(\$3)
Compensation Related	316	342	329	405	<b>436</b>	31
Cable Programming/ Copyright/Franchise	5,128	3,792	3,967	4,328	<b>4,416</b>	88
Outside Services	674	809	959	936	<b>931</b>	(5)
Others	382	295	395	554	<b>564</b>	10
<b>Total Expenses</b>	<b>\$7,846</b>	<b>\$6,814</b>	<b>\$7,275</b>	<b>\$7,997</b>	<b>\$8,118</b>	<b>\$121</b>

# 2023 Priorities

- Develop and launch new website
- Adopt strategic plan to sunset cable television system and launch of fiber-optic network infrastructure investment to prepare for streaming content



## STAFF REPORT

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**DATE:** June 20, 2022  
**FOR:** GRF Media and Communications Committee  
**SUBJECT:** Media and Communications Activities Report – May 2022

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### **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 May 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 72 projects in May. Additionally, Media and Communications entered 48 email addresses into iContact and posted 99 items on the website in May.**

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 May include:

- What's Up in the Village (Friday email blast): Four editions
- Weekly press releases for the Globe: Four weeks
- Third Mutual weekly email blasts: Three editions
- Manor Alterations biweekly news bulletin: One edition
- Garden Center newsletter: One edition
- Emergency alerts: Two 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 May include:

- Memorial Day at the PAC
- Memorial Day Holiday Facility Hours, Bus Service
- Laguna Hills Memorial Day Half Marathon, 10K & 5K
- Aquatics Update
- Bulky-Item Timeframe
- AARP Smart Driver
- An Affair of the Art
- Celebrating All Nonagenarians
- Optimal Aging Lecture Series
- Cinéma au Village
- You Wear It Well
- Southbound and Co. Rocks the House
- Geneva Presbyterian Church Incident
- Emergency in the Know
- Renaissance Faire Is Tomorrow! (Renaissance Faire Is Next Saturday)
- Gate 12 Update
- USTA Men's 75+ Tennis Tournament
- Summer Splash Days
- Return of Children's Swim Program
- Optimal Aging Lecture Series
- Impressive Resident Services Stats
- Residents Share Feedback
- Village 2023 Budget Meetings
- Landscaping Update
- Moisture Detectors Help Arrest Leaks
- Paint and Pour With Penni Rubin
- Business at the PAC Is Booming!



- Fine Scottish Lad Joins Equestrian Center
- Free Monday Movies at the PAC
- Summary Audit Report Mailed
- Stella Hopes to Spark Engagement
- Fire Clearance Outside the Village
- Clubhouse 4 Expands Hours May 17
- Work Part-Time Where You Live
- Benefit Dinner Featuring Mike Scoscia
- TV6 Weekly Featured Movies
- Village Meeting Calendar

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

- Produced Paint and Pour flyers for the Department of Recreation and Special Events
- Produced AAA Smart Driver flyers for Recreation
- Produced Coach Allan Tennis/Pickleball/Paddle Tennis flyer for Recreation
- Produced promotional materials for Memorial Day program at the PAC
- Produced UCI lecture series flyer for Social Services
- Produced Fourth of July event flyers for Recreation
- Produced capital improvement plan PowerPoint presentation for Financial Services
- Produced Garden Center flyers and signage
- Edited candidate/election packets for Third Mutual and United Mutual
- Produced Renaissance Faire schedule and map
- Updated Zumba class flyer for Recreation
- Created Queen Nation flyer for Recreation
- Produced Forever Rod flyers for Recreation
- Created 90s luncheon flyer for Recreation
- Updated Art Affair ad for the Globe
- Produced VMS Workers Compensation presentation for Human Resources
- Created EV charging FAQ document for General Services
- Organized May 17 and May 24 docent volunteer training and development meetings
- Organized May 5, May 12 and May 26 docent tours
- Organized May 11 United new resident orientation
- Organized May 20 Third new resident orientation
- Created numerous signs for tennis courts and fitness centers
- Produced Summer Splash promotional materials for Recreation
- Produced GRF horse sponsorship materials for Recreation
- Produced Father's Day flyer for Recreation
- Organized appearances of staff directors and CEO at various neighborhood gatherings

- 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
- Posted regular Facebook updates
- Posted TV and movie programming guides for Village Television
- Posted Landscaping Services projected schedules
- Posted updated Pool Schedule for Recreation
- Posted club and non-club events
- Posted monthly resales documents
- Posted updated litigation letters for GRF, Third Mutual and United Mutual
- Proofed weekly schedule of board and committee meetings

Tasking completed by Village Television (TV6) in May:

- “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 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 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 20 segments for cable network advertisers
- Produced “Let’s Talk Tech” with Debbie Dotson, “Tales from the Woods” and “Writers and Readers”
- Produced over 25 hours of governance meetings
- Village Television broadcasts over 2,000 minutes of original content each month

### New Resident Orientations

New resident orientations occur once a month for each mutual and serve as another way to subscribe residents to iContact. They were conducted in May 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	20	
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		
	<b>68</b>	

#### 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	9	Rane-Szostak
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		
	<b>63</b>	

## **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, May 5	10
Thursday, May 12	10
Thursday, May 26	14
	<b>34</b>

## **FINANCIAL ANALYSIS**

None

### **Prepared**

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, May 2022

Village Television	Media and Communications
"This Day" live six days a week with two rebroadcasts	Worked on June/July Village Breeze
CEO/GM Siobhan Foster on air weekly	Docent volunteer training meetings
Trading Post on air Monday, Wednesday	Docent volunteer training, development meetings
Message boards updated daily	5/5 docent tour
Movies Mondays, Fridays, Saturdays	5/12 docent tour
Producing new dance show with Laura Fremont	5/26 docent tour
TV6 guide, movies/meetings schedule	5/5 Globe press releases
Special daily exercise classes for residents	5/6 Friday eblast
Produced City Council meetings for the City	5/12 Globe press releases
Produced new Rebeca Gilad "Did You Know?" show	5/13 Friday eblast
Produced six commercials for cable advertisers	5/19 Globe press releases
Produced 20 segments for cable advertisers	5/20 Friday eblast
Produced "Tales From the Woods" show	5/26 Globe press releases
Produced "Writers and Readers" show	5/27 Friday eblast
Produced "Let's Talk Tech" with Debbie Dotson	Email subscriber list maintenance
Produced over 25 hours of governance meetings	Mail Village Breeze to residents nondelivered
Broadcasted over 2,000 minutes of original content	MACC activities report, agenda, minutes
Recreation	Proofing weekly board/committee meeting schedule
Paint and Pour flyers	Regular Facebook posting
Tennis/Pickleball/Paddle Tennis flyer	Board Relations
Village Renaissance Faire flyer, schedule, map	Candidate/election packets for Third, United
Memorial Day PAC program	Three weekly Third Mutual email blasts
AARP Smart Driver refresher course flyer	5/11 United new resident orientation
Fourth of July event flyers	5/20 Third new resident orientation
Garden Center, newsletter, flyers and signage	Third, United NRO guest packet handouts
Father's Day flyer	Posted updated litigation letters for GRF, Third, United
Zumba class flyer	VMS PowerPoint presentation for United Board
Queen Nation flyer	VMS PowerPoint presentation for Third Board
90s luncheon flyer	TV6 PowerPoint decks for GRF, Third directors
Art Affair Globe ad	CEO Updates: GRF, Third, United
Forever Rod flyer	CEO correspondence
Fitness Center signage	CEO TV6 PowerPoint deck
Tennis courts signage	Information Services
Summer Splash Days promotional materials	Posted monthly real estate sales reports
Sponsor GRF horse	Security Services
Recreation webpage updates	UCI Lecture Series for Social Services
General Services	Company-wide
Electric vehicle charging FAQ	Neighborhood gatherings for CEO, dept directors
Landscaping Services	Webmaster
Weekly Landscape Maintenance Schedules	Posted TV & movie programming guides
Maintenance & Construction	Posted non-club related events
Manor Alterations news bulletin	Posted club events, updated contacts
Human Resources	Posted 99 items to the website
Director PowerPoint presentation	Financial Services
VMS workers' compensation presentation	Capital improvement plan PowerPoint presentation

### iContact Report, May 2022

Date	Title	Contact	Open	Clicks	No Info	Bounce	Smartphone	Tablet	Computer	Unsubscribe	Complain
05/27/22	What's Up in the Village	17,239	49.28%	44.43%	50.28%	0.44%	33%	9%	58%	5	1
05/25/22	Garden Center Newsletter Spring 2022	502	68.53%	59.88%	30.48%	1.00%	40%	15%	45%	0	0
05/25/22	Weekly Wednesday Email: Budget Meeting Schedule, Town Hall Today	4,217	55.42%	0.00%	44.27%	0.31%	26%	6%	68%	3	1
05/20/22	What's Up in the Village	17,245	51.46%	52.14%	48.37%	0.17%	36%	9%	55%	6	1
05/15/22	Emergency Alert	17,344	54.58%	39.69%	45.24%	0.17%	34%	9%	57%	18	4
05/13/22	Golf Cart Thefts: Report Suspicious Activity	17,267	47.39%	0.00%	52.44%	0.17%	38%	9%	52%	16	2
05/13/22	What's Up in the Village	17,279	49.33%	45.31%	50.47%	0.20%	34%	7%	59%	5	0
05/13/22	Manor Alterations News Bulletin	92	47.83%	9.09%	51.09%	1.09%	37%	0%	63%	0	0
05/11/22	Weekly Wednesday Email: Insurance Update	4,219	58.59%	0.00%	41.22%	0.19%	22%	8%	70%	2	0
05/06/22	What's Up in the Village	17,289	52.40%	39.92%	47.42%	0.18%	32%	10%	58%	7	2
05/04/22	Weekly Wednesday Email: Board Presidents, Chair Collaborate to Establish Important Policy	4,223	56.10%	0.00%	43.78%	0.12%	25%	6%	69%	6	0
			Averages							Totals	
			53.72%	26.39%	45.91%	0.37%	32%	8%	59%	68	11

**STAFF REPORT**

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**DATE:** June 20, 2022  
**FOR:** GRF Media and Communications Committee  
**SUBJECT:** Broadband Services Report

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**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:** 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 May 2021 - May 2022

Subscriber Counts	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	YOY
Village TV YouTube	1,930	1,948	2,009	2,045	2,082	2,141	2,170	2,219	2,278	2,310	2,337	3,180	3,183	40.75%
DIGITAL Households	6,981	6,964	6,948	6,944	6,907	6,903	6,902	6,890	6,897	6,877	6,852	6,824	6,800	-2.97%
<b>Set-Top Boxes</b>														
HD Standard 062	1,468	1,452	1,447	1,436	1,428	1,411	1,401	1,402	1,407	1,413	1,419	1,424	1,427	-3.99%
DVR's 063	3,848	3,833	3,798	3,783	3,751	3,723	3,711	3,695	3,692	3,688	3,661	3,640	3,619	-6.30%
HD DTA's 064	1,457	1,462	1,462	1,470	1,474	1,491	1,493	1,481	1,462	1,444	1,426	1,410	1,396	-2.94%
TiVo MG2 065	544	548	571	586	606	619	632	644	666	666	674	675	689	20.46%
TiVo Qj3 067	387	390	409	421	433	442	451	460	474	474	478	480	486	19.96%
Cable Card 111	180	179	179	182	181	180	180	180	180	179	180	179	179	-1.12%
DTA-Digital to Analog 112	76	74	73	73	73	73	72	72	71	71	72	71	71	-60.56%
<b>PREMIUM MOVIES</b>														
Cinemax	110	111	110	108	107	107	106	104	102	98	94	93	93	-22.58%
HBO	776	763	749	742	727	724	706	698	688	684	675	670	662	-18.58%
Showtime	386	379	368	364	358	353	352	351	345	338	330	335	330	-19.39%
Starz/Encore	266	258	254	246	239	239	240	238	233	231	239	237	230	-16.96%
Playboy	15	16	15	16	16	17	17	16	16	15	15	15	15	-13.33%
<b>International Pay TV</b>														
TV Asia	2	2	2	2	2	2	2	2	1	1	1	1	1	-100.00%
CTI-Zhong Tian	14	14	14	13	12	12	12	12	12	12	12	12	12	-16.67%
Phillipino Channel	27	27	27	27	26	25	25	25	24	23	23	24	25	-12.00%
TV5 Monde	23	22	22	22	21	21	19	19	19	19	19	19	20	-25.00%
CCTV4	8	8	8	8	8	8	8	8	8	8	7	7	7	-14.29%
TVKorea	9	9	9	9	9	11	10	10	9	9	9	9	8	-12.50%
RAI Italia	11	11	11	11	12	12	11	12	13	14	12	12	12	16.67%
TV Japan	59	58	59	60	60	60	60	61	60	60	60	60	59	-1.69%
<b>High Speed Internet</b>														
15Mbps/3Mbps	4389	4387	4361	4336	4320	4284	4265	4259	4247	4221	4191	4158	4129	-6.30%
30Mbps/3Mbps	2663	2679	2690	2700	2709	2735	2731	2751	2775	2784	2801	2815	2808	5.16%
50Mbps/5Mbps	1836	1838	1852	1857	1883	1886	1900	1929	1960	1990	1994	2008	2013	8.79%
100Mbps/10Mbps	1578	1619	1628	1663	1687	1716	1748	1789	1825	1851	1865	1880	1897	16.82%
<b>Internet Total</b>	<b>10,466</b>	<b>10,523</b>	<b>10,531</b>	<b>10,556</b>	<b>10,599</b>	<b>10,621</b>	<b>10,644</b>	<b>10,728</b>	<b>10,807</b>	<b>10,846</b>	<b>10,851</b>	<b>10,861</b>	<b>10,847</b>	<b>3.51%</b>