



## **OPEN MEETING**

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

**Monday, July 17, 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](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 15, 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
  - Focus Group Impact
  - Mutual and Board Email Blasts
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, September 18, 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, May 15, 2023 – 1:30 p.m.  
Board Room / Virtual Hybrid Meeting**

**REPORT**

**Members Present:** Chair Joan Milliman; Directors Elsie Addington, Margaret Bennett, Maggie Blackwell, James Cook, Cris Prince, Sue Quam; Advisors Catherine Brians, Theresa Frost, Carmen Pacella, Lucy Parker

**Members Absent:** Advisor Tom Nash (excused)

**Others Present:** Debbie Allen, Bunny Carpenter, Cynthia Rupert, Juanita Skillman, Richard Rader

**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.

**2. Acknowledgement of Media**

None present.

**3. Approval of Agenda**

Approved by unanimous consent.

**4. Approval of Report for March 20, 2023**

Approved by unanimous consent.

**5. Chair's Remarks**

Chair Milliman welcomed committee members.

## **6. Member Comments**

Catherine Brians discussed sponsorship for reprinting the Friendship, Serpentine and Aliso Creek walking guides. Discussion ensued.

Russell McMurtray discussed an issue with the cable service in his manor. Mr. Ortiz addressed his issue and said he would send a technician to his manor to investigate.

## **Items for Discussion**

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

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

- The mutual email blasts
- The latest Village Breeze
- Clarification about free mulch services
- Opting out of paper mailings
- Recreation and Special Events Department flyers
- Driving range closures
- Work on the ad hoc committees

Director Quam asked about publicizing town hall meetings in the “What’s Up in the Village” email blast. Discussion on the process ensued.

### **8. Broadband Ad Hoc Committee Report – Eileen Paulin**

Ms. Paulin discussed the meeting that will be held in the board room immediately following this meeting. She discussed the importance of confidentiality until GRF works through the unknowns and is ready to roll out the education component. She mentioned educational efforts already made to prepare residents for the future of broadband, including Village Breeze articles, Village Television’s “Let’s Talk Tech” with Debbie Dotson, and Mr. Ortiz’ presentations to the Video Club and PC Club.

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

Ms. Rothrock reviewed the tasking and meetings involved in requesting and evaluating vendor proposals. She estimated that the committee would make a recommendation on a final vendor at the next meeting on May 22.

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

Mr. Ortiz highlighted from the subscriber report:

- Village Television YouTube subscriber counts continue to increase.
- Set-top box rentals, premium channels and pay services continue to decrease.

Mr. Ortiz announced that Village Television’s “This Day” host Lisa Hart is retiring. Two new hosts will work with Ms. Hart in the next few weeks before she leaves the program in mid-June.

He discussed his presentation on the direction of broadband services that he gave to the PC Club and will possibly give to other groups this year.

**Items for Future Agendas**

TBD

**Concluding Business**

**Committee Member Comments**

Mr. Ortiz thanked the group and commended the ongoing educational efforts.

Ms. Rothrock commended staff for all the tasking accomplished.

Ms. Paulin discussed the numbers and commended the team.

Director Addington thanked the group.

Director Blackwell discussed including "Let's Talk Tech" in the Friday email blast.

Director Quam asked if Mr. Ortiz' presentation to the Video Club was recorded. He answered that it was and can be viewed on Village Television's YouTube channel by searching Video Club. Director Quam asked about giving this presentation at a United town hall. Discussion ensued.

Advisor Parker discussed a booklet for clubs on how to run fundraising campaigns and publicize them.

Advisor Pacella thanked staff members for all the work they do.

Advisors Brians and Frost reiterated the importance of the educational process.

Ms. Paulin discussed the 60th anniversary of Laguna Woods Village next year. Discussion ensued.

Chair Milliman thanked staff for taking on the extra work of the ad hoc committees.

**Date of Next Meeting – Monday, July 17, 2023, at 1:30 p.m.**

**Adjournment**

Chair Milliman adjourned the meeting at 2:36 p.m.

  
Joan Milliman, Chair  
Media and Communications Committee

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## STAFF REPORT

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**DATE:** July 17, 2023  
**FOR:** GRF Media and Communications Committee  
**SUBJECT:** Media and Communications Activities Report – May-June 2023

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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 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 and 87 in June. Staff subscribed 96 email addresses into iContact in May and 27 in June and posted 104 items to the website in May and 91 in June.**

Regular or serial publications completed by the Media and Communications team in May and June include:

- Village Breeze: May/June 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 blast: Two editions
- United Mutual email blast: Two editions
- Third Mutual email blasts: Eight editions
- Garden Center email blasts: Two editions
- Real estate forum email blasts: Five editions
- Carport cleaning notice 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 May and June include:

- July Fourth Celebration
- July Fourth Facility, Transportation, Trash and Bulky-Item Info
- Smartly Hydrating Village Landscaping
- Gate 2 Closure for Asphalt Work
- Third, United Call for Board Candidates
- Call for United Mutual Board Candidates (Nominations open to fill a vacancy)
- United Town Hall July 14
- United Town Hall June 9
- Third Town Hall June 28
- Third Mutual Town Hall Next Week (May 24)
- Contractor Town Hall
- New Senior Mobility Program in Effect July 1
- ETWD Issues Summer 2023 Newsletter
- Fake? Real? How Do You Know? (Learn how to buy prescription drugs safely over the internet)
- Drive Safer, Drive Longer
- Connect With Neighbors Over Cool Treats
- Fresh, Bountiful Market
- Welcome New 'This Day' Hosts
- BBQ Buffet



- Exercise Caution When Walking in the Village
- Google Translate for the Village Website
- Sponsor a GRF Horse
- July Paint and Pour
- AARP Smart Driver Refresher
- AARP Smart Driver Course
- Friday Aloha! (Village bus drivers add a dash of splash before the weekend.)
- Expanded PAC Hours
- Kick Scams to the Curb
- Why So Many Weeds?
- Call for United Mutual Board Candidates
- Safety Tips for Motorists
- City Discontinues Meds Drop-Off
- Enter The 5th Dimension
- Extended Ramp Closure
- Don't Risk a Ticket
- June 19 PAC Movie
- May 15 PAC Movie
- Brain and Spine 101
- June Destination Shopping
- May 16 Destination Shopping
- Keep Kiddos Cool at the Pool
- VMS Recognition of Excellence Awards
- Age With Grace (OC Senior Day event)
- Happy Father's Day!
- The Mother of All Buffets
- The 9th Annual Art Affair Is Here!
- Showcase Your Talent at the 9th Annual Art Affair
- 90s Luncheon 2023
- Memorial Day at the PAC
- Laguna Hills Memorial Day Half Marathon
- Holiday Facility, Contractor and Transportation Info
- 2023 Organics Cart Swap
- Why Is My Power Out?
- Prevent Mail Theft With These Simple Tips
- Safe Walking
- Join the Pool Party! (Aqua Zumba classes)
- Clubhouse 1 Patio Concert
- Hear Ye, Hear Ye! (Village Renaissance Faire)
- Don't Miss the Opt-Out Savings Opportunity
- The May/June 2023 Village Breeze Is Here!
- 2024 Annual Reservation Lottery

- New, Convenient Gate 12 Entry
- Tennis Facility Closed May 17
- Club Expo 2023
- Asphalt Pavement Program Update
- Last-Minute Tony Orlando Opportunity
- Journeying From Age-ing to Sage-ing
- Tech Tools You Can Use
- United Seeks Delegate to GRF Board
- Go Green, Save Greenbacks
- 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 and June:

- Produced contractor town hall flyer for Manor Alterations
- Reviewed six PowerPoint presentations for GRF budget special review for Financial Services
- Produced Fourth of July flyers for Recreation and Special Events
- Produced and updated The 5th Dimension flyers for Recreation
- Produced Summer 2023 Real Estate Forum flyers for Community Services
- Produced July BBQ buffet flyers for Recreation
- Updated door hanger for Maintenance and Construction
- Proofed and formatted election application packets for Third and United
- Edited remote work policy for Human Resource Services
- Produced June and July Paint and Pour flyers for Recreation
- Produced June and July Destination Shopping flyers for General Services
- Updated July AARP refresher course flyer for Recreation
- Produced aquatic fitness with Casey Chavez flyers for Recreation
- Produced Optimal Aging Lecture Series collaterals for Social Services
- Edited and formatted real estate forum Q&A document for Community Services
- Reviewed automated responses for Community Services jotform
- Photographed tax volunteer luncheon club event
- Photographed Employee Excellence Awards for Human Resource Services
- Produced Summer Splash Days flyers for Recreation
- Produced Garden Center Farmers Market collaterals for Recreation
- Produced June AARP Safe Drive class flyer for Recreation
- Produced 2024 Reservation Lottery flyers for Recreation
- Produced Patio Concert flyers for Recreation
- Produced 90s luncheon flyers for Recreation
- Produced Father's Day flyers for Recreation
- Updated Village Greens cocktail menu for Recreation

- Created Renaissance Faire signage for Recreation
- Produced Art Affair flyers and Globe ad for Recreation
- Produced PowerPoint presentation and attended training session for administrative coordinators company-wide
- Organized new resident orientations for Third Mutual and United Mutual each month
- Organized nine 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 Performing Arts Center events on the events news webpage
- Edited, formatted and proofed various letters and notices for all departments
- Posted 12 resales 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
- Updated club listings on website and trained club webmasters
- 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 May and June:

- "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 appeared on Village Television weekly
- The popular "Trading Post" aired Mondays and Wednesdays at 10 a.m. and 5:30 p.m.
- The message board was updated daily with important community information
- Movies for residents' enjoyment were broadcast each Monday, Friday and Saturday with closed captioning
- The Village Television guide was posted online and program descriptions were included on the digital guides

- Special exercise classes for residents were broadcast daily
- Produced a new “Let’s Talk Tech” 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 five commercials for the cable network advertisers in May and June
- Produced eighteen segments for the cable network advertisers in May and June
- 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

#### **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

#### **ATTACHMENTS**

- i. Docent Tours Report
- ii. New Resident Orientations Report
- iii. Workflow Report
- iv. iContact Report

### **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
Thursday, May 4, 9 a.m.	10
Thursday, May 18, 9 a.m.	9
Thursday, May 18, 1 p.m.	12
Thursday, May 25, 1 p.m.	17
Thursday, June 1, 9 a.m.	14
Thursday, June 15, 9 a.m.	9
Thursday, June 15, 1 p.m.	14
Thursday, June 22, 1 p.m.	11
Thursday, June 29, 9 a.m.	14
<b>Total</b>	<b>323</b>

### **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**

<b>Date</b>	<b>Attendance</b>	<b>Director</b>
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	11	Blackwell
Friday, June 2, 2023	12	Blackwell
Wednesday, July 12, 2023		
Friday, August 4, 2023		
Wednesday, September 13, 2023		
Friday, October 6, 2023		
Wednesday, November 8, 2023		
Friday, December 1, 2023		
	<b>47</b>	

#### **Third Mutual**

<b>Date</b>	<b>Attendance</b>	<b>Director</b>
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	7	Cook
Wednesday, June 21, 2023	19	Cook
Friday, July 21, 2023		
Wednesday, August 16, 2023		
Friday, September 15, 2023		
Wednesday, October 18, 2023		
Friday, November 17, 2023		
Wednesday, December 20, 2023		
	<b>53</b>	

## Workflow Report, May 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	5/4 docent tour, morning
"Trading Post" on air twice Monday, Wednesday	5/18 docent tour, morning
Message boards updated daily	5/18 docent tour, afternoon
Movies on air twice Mondays, Fridays, Saturdays	5/25 docent tour, afternoon
TV6 guide, movies/meetings schedule	5/4 Globe press releases
Special daily exercise classes for residents	5/11 Globe press releases
Produced "Let's Talk Tech" with Debbie Dotson	5/18 Globe press releases
Produced City Council meetings for the City	5/25 Globe press releases
Produced "Social Security in Action" show	5/5 Friday email blast
Produced "Beyond the Red Carpet" show	5/12 Friday email blast
Produced 5 cable advertiser commercials (May/June)	5/19 Friday email blast
Produced 18 cable advertiser segments (May/June)	5/26 Friday email blast
Produced "Tales From the Woods" show	TV6 PowerPoint decks for department directors
Produced "Did You Know?" show	Email subscriber list maintenance
Produced over 20 hours of governance meetings	Mail Village Breeze to residents nondelivered
Broadcast over 2,000 minutes of original content	MACC activities report, agenda, minutes
Recreation	Website Ad Hoc Committee meeting coordination
Summer Splash Days flyers	Broadband Ad Hoc Committee meeting coordination
Garden Center Farmers Market collaterals	Various correspondence for all departments
June AARP Safe Driver class flyer	Proofing weekly board/committee meeting schedule
2024 Reservation Lottery flyers	Regular Facebook posting
June 1 Patio Concert flyers	Board Relations
90s Luncheon flyers	GRF monthly email blast
Father's Day flyers	United Mutual monthly email blast
Village Greens cocktail menu	Five Third Mutual email blasts
Renaissance Faire signage	5/10 United new resident orientation
Art Affair Globe ad	5/19 Third new resident orientation
Art Affair flyers	All board/committee administrative coordinator training
June Paint and Pour flyers	TV6 PowerPoint decks for board directors
The 5th Dimension flyers	VMS PowerPoint presentation for GRF Board
Various signage	VMS PowerPoint presentation for Third Board
Recreation webpage updates	VMS PowerPoint presentation for United Board
Landscaping Services	CEO Updates: GRF, Third, United
Weekly Landscape maintenance schedules	CEO correspondence
Maintenance and Construction	CEO TV6 PowerPoint decks
Contractor town hall flyer	Community Services
Updated door hanger	Summer Real Estate Forum flyers
Security Services	Five Summer Real Estate Forum emails (May/June)
Optimal Aging Lecture Series flyer for Social Services	Posted monthly real estate sales reports
General Services	Human Resources
Four carport cleaning notice email blasts (May/June)	Photos taken at Employee Excellence Awards
Recycling letter for the City, Village, Cal Recycle	Webmaster
2024 budget PowerPoint presentation	Posted club events, updates and trained webmasters
June Destination Shopping flyers	Posted 104 documents to the website

## Workflow Report, June 2023

Village Television	Media and Communications
"This Day" live six days a week with two rebroadcasts	July/August Village Breeze
CEO/GM Foster or VMS directors on air weekly	6/1 docent tour, morning
"Trading Post" on air twice Monday, Wednesday	6/15 docent tour, morning
Message boards updated daily	6/15 docent tour, afternoon
Movies on air twice Mondays, Fridays, Saturdays	6/22 docent tour, afternoon
TV6 guide, movies/meetings schedule	6/29 docent tour, morning
Special daily exercise classes for residents	6/1 Globe press releases
Produced "Let's Talk Tech" with Debbie Dotson	6/8 Globe press releases
Produced City Council meetings for the City	6/15 Globe press releases
Produced "Social Security in Action" show	6/22 Globe press releases
Produced "Beyond the Red Carpet" show	6/29 Globe press releases
Produced 5 cable advertiser commercials (May/June)	6/2 Friday email blast
Produced 18 cable advertiser segments (May/June)	6/9 Friday email blast
Produced "Tales From the Woods" show	6/16 Friday email blast
Produced "Did You Know?" show	6/23 Friday email blast
Produced over 20 hours of governance meetings	6/30 Friday email blast
Broadcast over 2,000 minutes of original content	Email subscriber list maintenance
Recreation	Mail Village Breeze to residents nondelivered
Fourth of July flyers	MACC activities report, agenda, minutes
The 5th Dimension flyers	Website Ad Hoc Committee staff report, endorsement
July BBQ Buffet flyers	Broadband Ad Hoc Committee staff report, endorsement
July Paint and Pour flyers	Various correspondence for all departments
July AARP refresher course flyer	Proofing weekly board/committee meeting schedule
Garden Centers email blast	Regular Facebook posting
Aquatic fitness with Casey Chavez flyers	Board Relations
Various signage	GRF monthly email blast
Recreation webpage updates	United Mutual monthly email blast
Landscaping Services	Three Third Mutual email blasts
Weekly Landscape maintenance schedules	6/2 United new resident orientation
Maintenance and Construction	6/21 Third new resident orientation
Contractor town hall flyer	Third Insurance Update
Updated door hanger	Third, United election application packets
Security Services	TV6 PowerPoint decks for board directors
Optimal Aging Lecture Series flyer for Social Services	VMS PowerPoint presentation for GRF Board
Financial Services	VMS PowerPoint presentation for Third Board
GRF special budget review presentation	VMS PowerPoint presentation for United Board
GRF CIP review presentation	CEO Updates: GRF, Third, United
General Services	CEO correspondence
Four carport cleaning notice email blasts (May/June)	CEO TV6 PowerPoint decks
July Destination Shopping flyers	Community Services
Human Resources	Summer Real Estate Forum flyer
Remote work policy	Five Summer Real Estate Forum emails (May/June)
Webmaster	Reviewed Q&A document for real estate forum
Posted club events, updates and trained webmasters	Reviewed automated responses jotform
Posted 91 documents to the website	Posted monthly real estate sales reports



### iContact Report, May 2023

	Title	Contact	Open	Clicks	No Info	Bounce	Smartphone	Tablet	Computer	Unsubscribe	Complain
05/31/23	From the President of Third: Organic Bins Being Swapped Out	4,253	62.87%	2.06%	36.61%	0.52%	33%	8%	59%	0	0
05/30/23	Carport Cleaning Notice	2,424	69.72%	42.66%	29.50%	0.78%	39%	4%	57%	5	1
05/26/23	What's Up in the Village	16,563	47.68%	43.54%	51.68%	0.64%	40%	7%	53%	9	1
05/24/23	From the President of Third: Your Thoughts Regarding Next Year's Budget	4,255	64.86%	0.94%	34.76%	0.38%	24%	5%	71%	0	0
05/23/23	Save the July Date: Village Summer Real Estate Forum	525	52.95%	8.99%	46.29%	0.76%	26%	0%	74%	2	0
05/19/23	What's Up in the Village	16,575	55.48%	33.81%	43.90%	0.62%	30%	6%	64%	9	0
05/17/23	From the President of Third: How to Find Open Mutual Consents	4,255	65.19%	4.07%	34.31%	0.49%	30%	9%	61%	0	0
05/12/23	What's Up in the Village	16,582	49.11%	42.81%	50.17%	0.72%	36%	7%	57%	8	4
05/10/23	From the President of United: Town Hall This Friday	3,702	62.91%	2.79%	30.36%	6.73%	40%	12%	48%	5	0
05/10/23	From the President of Third: Moisture Alarms Can Help Prevent Damages and Costs	4,252	61.78%	0.65%	30.95%	7.27%	35%	9%	56%	1	0
05/09/23	Tending Your Garden, Universal Gardens, Trash Bins and More	809	67.49%	0.18%	22.00%	10.51%	31%	13%	57%	2	0
05/09/23	From the GRF Board: Update on Previous Topics	16,339	53.74%	3.72%	39.47%	6.79%	38%	7%	55%	15	3
05/05/23	What's Up in the Village	16,620	46.71%	41.12%	47.24%	6.05%	41%	8%	52%	10	1
05/03/23	From the President of Third: Help Save Some Money for Third Mutual	4,261	62.10%	0.98%	30.34%	7.56%	30%	13%	57%	2	1
05/01/23	This Wednesday: Village Spring Real Estate Forum	510	57.84%	3.73%	40.98%	1.18%	28%	7%	65%	4	1
		Total	Averages							Totals	
		111,925	58.70%	15.47%	37.90%	3.40%	33%	8%	59%	72	12

### iContact Report, June 2023

	Title	Contact	Open	Clicks	No Info	Bounce	Smartphone	Tablet	Computer	Unsubscribe	Complain
06/30/23	What's Up in the Village	16,487	47.09%	44.78%	52.34%	0.57%	43%	7%	50%	8	1
06/28/23	From the President of Third: A Property Insurance Update	4,253	61.70%	1.14%	37.83%	0.47%	41%	12%	47%	2	1
06/27/23	Save the July Date: Village Summer Real Estate Forum	517	52.22%	4.07%	46.42%	1.35%	10%	2%	88%	5	0
06/23/23	What's Up in the Village	16,499	47.82%	44.41%	51.61%	0.57%	42%	7%	52%	11	1
06/21/23	From the President of Third: A Property Insurance Update	4,255	62.98%	1.04%	36.69%	0.33%	31%	8%	61%	2	0
06/20/23	Save the July Date: Village Summer Real Estate Forum	518	53.28%	4.35%	45.95%	0.77%	11%	2%	87%	1	0
06/20/23	From the President of United: Insurance Specialist, Tree Ad Hoc Meeting and More	3,697	65.11%	4.90%	34.14%	0.76%	43%	9%	48%	4	2
06/19/23	Carport Cleaning Notice	1,660	68.19%	48.76%	30.72%	1.08%	39%	13%	48%	4	0
06/16/23	What's Up in the Village	16,513	47.78%	43.74%	51.70%	0.52%	41%	6%	53%	6	2
06/14/23	Garden Center News: Where Is the Sun?	765	72.03%	0.00%	27.06%	0.92%	35%	6%	58%	0	0
06/13/23	Save the July Date: Village Summer Real Estate Forum	522	52.30%	3.66%	46.93%	0.77%	20%	4%	77%	3	0
06/13/23	From the GRF Board: Sand Traps Are Not Playgrounds	16,272	54.15%	2.44%	45.25%	0.60%	39%	7%	54%	21	4
06/12/23	Carport Cleaning Notice	2,068	72.05%	52.89%	27.13%	0.82%	40%	16%	44%	10	2
06/09/23	What's Up in the Village	16,546	47.12%	42.68%	52.31%	0.57%	38%	7%	54%	6	1
06/07/23	From the President of Third: Free City Services	4,254	64.15%	11.54%	35.45%	0.40%	36%	10%	54%	2	1
06/05/23	Carport Cleaning Notice	2,068	70.65%	51.47%	28.34%	1.02%	33%	6%	61%	9	1
06/02/23	What's Up in the Village	16,560	53.24%	33.50%	46.03%	0.74%	36%	10%	54%	8	0
		Total	Averages							Totals	
		123,454	58.34%	23.26%	40.94%	0.72%	34%	8%	58%	102	16

## **STAFF REPORT**

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**DATE:** July 17, 2023  
**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:** 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
- ii. Expiring Contracts

### Subscriber Counts, May-June 2023

Subscriber Counts	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	YOY	Mo. Fee
Village TV YouTube	3,191	3,515	3,734	3,743	3,780	3,793	4,300	4,301	4,368	4,395	4,414	4,505	4,682	31.85%	FREE
<b>Broadband Services</b>															
DIGITAL Households	6,786	6,749	6,726	6,726	6,703	6,692	6,680	6,679	6,658	6,621	6,481	6,489	6,552	-3.57%	
SERVICE CALLS	259	244	254	245	241	185	211	239	188	237	210	242	234	-10.68%	
<b>Set-Top Boxes</b>															<b>Mo. Fee</b>
HD Standard 062	1,423	1,424	1,424	1,421	1,428	1,430	1,434	1,438	1,447	1,439	1,439	1,439	1,434	0.77%	\$13.91
DVR's 063	3,605	3,573	3,566	3,557	3,543	3,535	3,521	3,519	3,502	3,483	3,464	3,452	3,430	-5.10%	\$20.21
HD DTA's 064	1,379	1,362	1,338	1,327	1,321	1,306	1,296	1,292	1,272	1,258	1,245	1,241	1,223	-12.76%	\$13.91
TiVo MG2 065	704	714	716	725	729	728	735	736	743	749	751	758	760	7.37%	\$26.20
TiVo Qi3 067	497	501	504	509	516	518	524	525	529	534	537	541	546	8.97%	\$8.35
Cable Card 111	178	178	179	174	175	176	177	178	176	173	171	168	170	-4.71%	\$5.20
<b>Premium Movie Channels</b>														<b>AVG.</b>	<b>\$14.63</b>
Cinemax	92	91	89	86	86	86	85	84	83	83	83	81	83	-10.84%	\$14.96
HBO	654	647	648	639	631	623	617	610	596	590	585	582	568	-15.14%	\$18.11
Showtime	328	325	320	320	310	311	310	306	301	298	296	295	283	-15.90%	\$15.68
Starz/Encore	227	218	211	209	209	213	213	209	202	196	197	195	203	-11.82%	\$14.96
Playboy	15	15	14	15	16	16	13	13	14	14	13	14	13	-15.38%	\$15.75
<b>International Pay TV</b>														<b>AVG.</b>	<b>\$15.89</b>
CTI-Zhong Tian	13	13	13	13	13	13	13	13	13	13	13	13	13	0.00%	\$12.60
Filipino Channel	25	26	27	27	24	23	23	23	24	24	24	24	24	-4.17%	\$12.60
TV5 Monde	19	19	17	17	17	17	17	17	19	18	18	18	18	-5.56%	\$11.55
TVKorea	7	8	9	8	7	6	6	6	6	6	7	6	7	0.00%	\$13.65
RAI Italia	12	11	11	11	10	10	10	9	10	10	10	10	9	-33.33%	\$13.65
TV Japan	59	59	60	59	58	58	58	59	59	57	58	58	58	-1.72%	\$15.75
<b>High Speed Internet</b>														<b>AVG.</b>	<b>\$11.40</b>
30Mbps/5Mbps	4102	4069	4013	4024	4014	3987	3975	3960	3978	4043	4027	3987	3926	-4.48%	\$28.50
65Mbps/5Mbps	2804	2824	2828	2846	2869	2883	2890	2894	2890	2850	2855	2865	2884	2.77%	\$36.50
125Mbps/15Mbps	2013	2029	2046	2043	2041	2033	2048	2065	2070	2072	2072	2072	2083	3.36%	\$45.00
250Mbps/20Mbps	1920	1946	1967	1983	1999	2015	2039	2059	2071	2041	2007	1987	1991	3.57%	\$56.50
500Mbps/25Mbps	0	0	0	0	0	0	0	0	0	5	13	28	41	87.80%	\$75.00
<b>Internet Total</b>	<b>10,839</b>	<b>10,868</b>	<b>10,854</b>	<b>10,896</b>	<b>10,923</b>	<b>10,918</b>	<b>10,952</b>	<b>10,978</b>	<b>11,009</b>	<b>11,011</b>	<b>10,974</b>	<b>10,939</b>	<b>10,925</b>	<b>0.79%</b>	<b>\$48.30</b>
Internet HH +/- Per Month	-8	29	-14	42	27	-5	34	26	31	2	-37	-35	-14	78	

AVG. Internet Installs Per Mo.	6.5	
Internet Subs 65Mbps or Less	6,810	62.33%
Internet Subs 125Mbps or More	4115	37.67%
<b>TOTAL INTERNET SUBSCRIBERS</b>	<b>10,925</b>	

**STAFF REPORT**

**DATE:** July 17, 2023  
**FOR:** Media and Communications Committee  
**SUBJECT:** Expiring Programming Contracts in 2023 and 2024

**RECOMMENDATION**

Report and file.

**BACKGROUND**

The Golden Rain Foundation of Laguna Woods (GRF) provides quality cable television programming, and every home in the community is wired to receive cable television. GRF is a participating member in the National Content and Technology Co-Op (NCTC), which negotiates cable network programming agreements yearly on behalf of the GRF. GRF also has independent programming agreements with five parent companies, which are negotiated by VMS staff and presented to the GRF for final approval per Resolution 90-21-22.

**DISCUSSION**

Below are network programming contracts due to expire in **2023**:

Contract	Parent Co.	Network	Term Expires
NCTC	Fox Cable	Fox Sports 1	12/01/2023
NCTC	Fox Cable	Fox Sports 2	12/01/2023
NCTC	Fox Cable	Fox Business Network	12/01/2023
NCTC	Fox Cable	Fox News Channel	12/01/2023
Independent	Viacom	CBS	12/15/2023
Independent	Viacom	CBS - KCAL TV	12/15/2023
Independent	Viacom	CBS Sports Network	12/15/2023
Independent	Viacom	Smithsonian	12/15/2023
Independent	Bloom	Bloomberg	12/31/2023
NCTC	SCS	Stadium College Sports	12/31/2023
NCTC	Tennis	Tennis Channel	12/31/2023
NCTC	Cowboy	The Cowboy Channel	12/31/2023

Below are network programming contracts due to expire in **2024**:

Contract	Parent Co.	Network	Term Expires
NCTC	INSP	Inspirational TV	03/31/2024
NCTC	Jewelry	Jewelry TV	03/31/2024
NCTC	OVA	Ovation	06/30/2024
Independent	FOX	My13-KCOP	08/31/2024
Independent	FOX	Fox-KTTV	08/31/2024
NCTC	Viacom	BET Her	09/30/2024
NCTC	Viacom	Comedy Central	09/30/2024
NCTC	Discovery	American Heroes	10/31/2024
NCTC	Discovery	Investigation Discovery	10/31/2024
NCTC	Discovery	OWN	10/31/2024

<u>Contract</u>	<u>Parent Co.</u>	<u>Network</u>	<u>Term Expires</u>
NCTC	Discovery	Discovery Family Channel	10/31/2024
NCTC	Discovery	Discovery Life	10/31/2024
NCTC	Discovery	Animal Planet	10/31/2024
NCTC	Discovery	Destination America	10/31/2024
NCTC	Discovery	Discovery	10/31/2024
NCTC	Discovery	Science Channel	10/31/2024
NCTC	Discovery	TLC	10/31/2024
NCTC	Discovery	Cooking Channel	10/31/2024
NCTC	Discovery	Magnolia Network	10/31/2024
NCTC	Discovery	Food Network	10/31/2024
NCTC	Discovery	Great American Family	10/31/2024
NCTC	Discovery	Home & Garden TV	10/31/2024
NCTC	Discovery	Travel Channel	10/31/2024

### **FINANCIAL ANALYSIS**

The annual rates are projected to increase between 5% and 15% depending on network.

**Prepared By:** Paul Ortiz, General Manager of Broadband Services

**Reviewed By:** Eileen Paulin, Director, Media and Communications  
Ellyce Rothrock, Supervisor, Media and Communications

**Committee Routing:** Media & Communication Committee