



## **OPEN MEETING**

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

**Monday, September 18, 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 July 17, 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 – Ellyce Rothrock
8. Website Ad Hoc Committee Report – Ellyce Rothrock
9. Broadband Ad Hoc Committee Report – Paul Ortiz
10. Broadband Services Report – Paul Ortiz

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

- TBD

#### **Concluding Business:**

- Committee Member Comments
- Date of Next Meeting: Monday, November 20, at 1:30 p.m.
- Adjourn

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

Joan Milliman, Chair  
Ellyce Rothrock, Staff Officer  
Telephone: 949-268-2345

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**OPEN MEETING**

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

**Monday, July 17, 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; Advisors Catherine Brians, Theresa Frost (left at 2 p.m.), Carmen Pacella

**Members Absent:** Director Sue Quam (excused); Advisors Tom Nash (excused), Lucy Parker (excused)

**Others Present:** Bunny Carpenter, Juanita Skillman

**Staff Present:** Eileen Paulin, Ellyce Rothrock, Paul Ortiz, Erika Hernandez (for 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 May 15, 2023**

Approved by unanimous consent.

**5. Chair's Remarks**

Chair Milliman welcomed everyone and thanked Ms. Hernandez for taking Ms. McCracken's place.

## **6. Member Comments**

John Cornell asked what type of cable system GRF owns. Mr. Ortiz answered that it's a hybrid fiber-coaxial (HFC) cable that was installed in 1999. Discussion ensued.

Richard Rader suggested publicizing savings on 2024 HOA fees.

## **Items for Discussion**

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

Ms. Paulin discussed:

- The impact the focus groups have had on website planning, vendor selection and other department initiatives
- The success of the Third, United and GRF email blasts, all of which have strong open rates
- The docent tour video that is in production
- The continued popularity of new resident orientations

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

Ms. Paulin stated the Broadband Ad Hoc Committee will continue its regular meetings to look at options with the goal of keeping services high and costs down. The next closed meeting is Tuesday, July 25, at 10 a.m. in the Sycamore Room.

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

Ms. Rothrock stated the Website Ad Hoc Committee, Media and Communications Committee and Finance Committee endorsed and the GRF board approved a vendor. As soon as the contract is processed work on the new website can begin.

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

Mr. Ortiz discussed:

- Subscriber counts
- Village Television's YouTube channel
- Service calls
- Expiring programming contracts

## **Items for Future Agendas**

TBD

## **Concluding Business**

### **Committee Member Comments**

Advisor Pacella thanked the VMS team, GRF and board members who give their time.

Advisor Brians credited all the work done by the Broadband Ad Hoc Committee and encouraged continued education efforts.

Director Blackwell referenced the efforts of the Broadband Ad Hoc Committee and acknowledged that it will take continued effort and education.

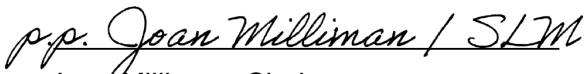
Ms. Rothrock and Director Addington thanked Ms. Hernandez for filling in for Ms. McCracken at the dais at this meeting.

Chair Milliman thanked everyone for their hard work.

**Date of Next Meeting – Monday, September 18, 2023, at 1:30 p.m.**

**Adjournment**

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

  
Joan Milliman, Chair  
Media and Communications Committee

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## STAFF REPORT

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**DATE:** September 18, 2023  
**FOR:** GRF Media and Communications Committee  
**SUBJECT:** Media and Communications Activities Report – July-August 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 95 projects in July and 87 in August. Staff subscribed 37 email addresses into iContact in July and 48 in August and posted 71 items to the website in July and 84 in August.**

Regular or serial publications completed by the Media and Communications team in July and August include:

- Village Breeze: July/August 2023 issue
- Employee Newsletter: July/August 2023 issue
- What's Up in the Village (Friday email blast): Eight editions
- Weekly press releases for the Globe: Nine weeks
- Golden Rain Foundation email blast: Two editions
- United Mutual email blast: One edition
- Third Mutual email blasts: Eight editions
- Garden Center email blasts: Nine editions
- Real estate forum email blasts: 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 sends email communications to VMS employees and directors on each of the boards.

Key messages that Media and Communications delivered in July and August include:

- Don't Miss the Opt-Out Opportunity
- Labor Day Hours and Updates
- Please Pardon Our Dust (Manor Alterations remodeling)
- VMS Delivers Enhanced Efficiencies
- September Destination Shopping
- Last Chance to Get Mulch This Year
- All the SCE Contacts You Need
- GRF Board Calls for Candidates
- Third, United Board Election Information
- Grandparents' Fun Day
- September Paint and Pour
- A Walk in the Park (United Passive Park)
- Temporary Lane Closure at Gate 10
- Your Trash, Recycling Go-To
- August Paint and Pour
- August Destination Shopping
- OCTA I-5/EI Toro Interchange Project Comment Deadline
- GRF's First Town Hall
- Third Town Hall August 23
- Back to School



- Tech Tools You Can Use
- Use DwellingLIVE Today!
- Village Social Services Is Here for You
- Buon Appetito!
- Enter the 5th Dimension
- Fresh Farmers Market Is Tomorrow
- Business Plan Updates
- Assessments Made Easy With EZPay
- Imposter Information Sheet (red stake program flyer misinformation)
- Proper Use of Village Recycling Bins
- Motorist Safety Reminders
- United Community Space Finishing Touches
- Patio Concert: Britain's Finest
- Aquatic Fitness With Casey Chavez
- AARP Smart Driver Safety Class
- Pillars of Brain Health
- City Sidewalk Improvements
- The July/August 2023 Village Breeze Is Here!
- Pick Up the Clip
- Concerned About the El Toro Interchange?
- Final Call for Board Candidates
- Beware Foreclosure Scams
- Learn to Use Convenient Tech
- Coyotes and Our Community
- Swat Mosquito Invaders
- Community Content 24/7
- BBQ Buffet
- New to the Village?
- July Destination Shopping
- Next Summer Splash Day
- Third, United Call for Board Candidates
- Contractor Town Hall
- Town Hall for Korean Speakers
- Gate 2 Closure for Asphalt Work
- Connect With Neighbors Over Cool Treats
- United Town Hall July 14
- TV6 Weekly Featured Movies
- Village Meeting Calendar

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

- Published July/August and worked on September/October Village Breeze; linked, wrote landing page copy for and posted July/August Village Breeze
- Began planning for 2024 Laguna Woods Art Association exhibit

- Created PowerPoint presentation for Maintenance and Construction Department's contractor town hall
- Created Manor Alterations PowerPoint presentation for United town hall
- Produced Clubhouse 1 Patio Concert flyers for Department of Recreation and Special Events
- Produced new and returning students AARP flyer for Recreation
- Produced Grandparents' Fun Day flyers for Recreation
- Produced Monday Movies at the PAC flyer for Recreation
- Edited Community Services' summer real estate forum Q&A responses to realtors
- Proofed documents for 2023 Third and United elections
- Created website blocks for election documents on GRF, Third and United landing pages
- Created resale process flow chart for Resident Services
- Created Destination Shopping flyers for General Services
- Edited 46 operating rules for Recreation
- Updated Age-ing and Sage-ing flyers for Recreation
- Conducted Village Television interview with United board director Thomas Tuning
- Produced video for GRF town hall
- Redesigned Towers ad for Village Breeze
- Produced September Paint and Pour flyers for Recreation
- Produced Drum Circle flyers for Recreation
- Produced International Festival flyers for Recreation
- Produced Clubhouse 2 Outdoor Concert flyers for Recreation
- Updated the VMS company org chart
- Produced steak dinner flyers for Recreation
- Updated bus information banner for General Services
- Edited remote work policy for Human Resources
- Worked on fall 2023 golf newsletter
- Updated Aqua Zumba and Aquatic Fitness Class flyers for Recreation
- Produced Italian buffet flyers for Recreation
- Created 2023 UTV Mule Training PowerPoint presentation for Department of Landscaping Services
- Organized new resident orientations for Third Mutual each month and United Mutual in July
- Met with United board officers to plan United new resident orientation format and frequency
- Organized nine docent tours
- Edited, proofed, formatted various documents for CEO and departments
- Produced board meeting and Village Television presentations for board and department directors
- Edited, formatted and proofed various letters/notices for all departments

- Posted 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 and answered questions for club webmasters totaling about 45 hours in July and August
- 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 July and August:

- “This Day” aired live six days a week and 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 on Monday and Wednesday 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
- “Let’s Talk Tech” show with Debbie Dotson celebrated its two-year anniversary on Village Television
- Produced a “State of the City” for San Juan Capistrano
- 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 six commercials for cable network advertisers in July and August
- Produced fifteen segments for cable network advertisers in July and August
- Produced “Tales from the Woods, and “Did You Know?” each month
- Produced over 20 hours of governance meetings each month

- Village Television broadcasted over 2,000 minutes of original content each month

**FINANCIAL ANALYSIS**

**None**

**Prepared By:** Susan Logan-McCracken, Media and Communications Associate

**Reviewed By:** 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 if space permits. The chart below shows the number of prospective and new residents who attended the docent tours year to date.

Date	Attended	Date	Attended
Thursday, January 5, 9 a.m.	9	Thursday, July 6, 9 a.m.	15
Thursday, January 19, 9 a.m.	11	Thursday, July 20, 9 a.m.	13
Thursday, January 26, 1 p.m.	10	Thursday, July 20, 1 p.m.	14
Saturday, January 28, 1 p.m.	17	Thursday, July 27, 9 a.m.	15
Thursday, February 2, 9 a.m.	11	Thursday, August 3, 9 a.m.	12
Thursday, February 16, 9 a.m.	12	Thursday, August 17, 9 a.m.	13
Thursday, February 16, 1 p.m.	19	Thursday, August 17, 1 p.m.	17
Thursday, February 23, 1 p.m.	16	Thursday, August 24, 1 p.m.	17
Saturday, February 25, 1 p.m.	10	Thursday, August 31, 9 a.m.	8
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 January-June</b>	<b>323</b>	<b>Total YTD</b>	<b>447</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	16	Blackwell <i>et al.</i> *
Friday, August 4, 2023	CANCELED	
Wednesday, September 13, 2023	CANCELED	
Friday, October 6, 2023		
Wednesday, November 8, 2023		
Friday, December 1, 2023		
	<b>86</b>	

\*Bok, Ross, Tuning

#### **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	19	Cook
Wednesday, August 16, 2023	11	Laws
Friday, September 15, 2023		
Wednesday, October 18, 2023		
Friday, November 17, 2023		
Wednesday, December 20, 2023		
	<b>109</b>	

## Workflow Report, July 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	7/6 docent tour, morning
"Trading Post" on air twice Monday, Wednesday	7/20 docent tour, morning
Message boards updated daily	7/20 docent tour, afternoon
Movies on air twice Mondays, Fridays, Saturdays	7/27 docent tour, morning
TV6 guide, movies/meetings schedule	7/6 Globe press releases
Special daily exercise classes for residents	7/13 Globe press releases
Produced "Let's Talk Tech" with Debbie Dotson	7/20 Globe press releases
Produced "State of the City" for San Juan Capistrano	7/27 Globe press releases
Produced "Social Security in Action" show	7/7 Friday email blast
Produced "Beyond the Red Carpet" show	7/14 Friday email blast
Produced 6 cable advertiser commercials (July/August)	7/21 Friday email blast
Produced 15 cable advertiser segments (July/August)	7/28 Friday email blast
Produced "Tales From the Woods" show	2024 Laguna Woods Art Association exhibit meeting
Produced "Did You Know?" show	TV6 PowerPoint decks for department directors
Produced over 20 hours of governance meetings	Email subscriber list maintenance
Broadcast over 2,000 minutes of original content	Mail Village Breeze to residents nondelivered
Recreation	MACC activities report, agenda, minutes
Clubhouse 1 patio concert flyers	Broadband Ad Hoc Committee meeting coordination
AARP new and returning students flyer	Various correspondence for all departments
34 Recreation operating rules	Proofing weekly board/committee meeting schedule
Italian buffet flyers	Regular Facebook posting
Two Garden Centers email blasts	Board Relations
Garden Center newsletter	Third/United election documents proofing
Golf newsletter	GRF monthly email blast
Various signage	Three Third Mutual email blasts
Recreation webpage updates	7/12 United new resident orientation
Landscaping Services	7/21 Third new resident orientation
UTV Mule Training	Posted GRF, Third, United litigation reports and letters
Weekly Landscape maintenance schedules	TV6 PowerPoint decks for board directors
Maintenance and Construction	VMS PowerPoint presentation for GRF Board
Contractor town hall presentation	VMS PowerPoint presentation for Third Board
Information Technology	VMS PowerPoint presentation for United Board
Resident Services presentation	CEO Updates: GRF, Third, United
General Services	CEO correspondence
Destination Shopping flyer	CEO TV6 PowerPoint decks
Community Services	Webmaster
Two Summer Real Estate Forum email blasts	Posted club events, updates and trained webmasters
Posted monthly real estate sales reports	Posted 71 documents to the website

## Workflow Report, August 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	July/August Employee Newsletter
"Trading Post" on air twice Monday, Wednesday	8/3 docent tour, morning
Message boards updated daily	8/17 docent tour, morning
Movies on air twice Mondays, Fridays, Saturdays	8/17 docent tour, afternoon
TV6 guide, movies/meetings schedule	8/24 docent tour, afternoon
Special daily exercise classes for residents	8/31 docent tour, morning
Produced "Let's Talk Tech" with Debbie Dotson	8/3 Globe press releases
Produced "State of the City" for San Juan Capistrano	8/10 Globe press releases
Produced "Social Security in Action" show	8/17 Globe press releases
Produced "Beyond the Red Carpet" show	8/24 Globe press releases
Produced 6 cable advertiser commercials (July/August)	8/31 Globe press releases
Produced 15 cable advertiser segments (July/August)	8/4 Friday email blast
Produced "Tales From the Woods" show	8/11 Friday email blast
Produced "Did You Know?" show	8/18 Friday email blast
Produced over 20 hours of governance meetings	8/25 Friday email blast
Broadcast over 2,000 minutes of original content	Redesigned Towers ad for Breeze
Recreation	TV6 PowerPoint decks for department directors
Seven Garden Centers email blasts	Email subscriber list maintenance
Garden Center fall newsletter	Mail Village Breeze to residents nondelivered
Grandparents' Fun Day flyers	MACC activities report, agenda, minutes
Golf fall newsletter	Broadband Ad Hoc Committee meeting coordination
Golf operating rules	Various correspondence for all departments
11 Recreation operating rules	Proofing weekly board/committee meeting schedule
AARP new and returning students flyer	Regular Facebook posting
Monday Movies at the PAC flyer	Board Relations
Age-ing to Sage-ing flyers	GRF monthly email blast
Paint and Pour flyers	United Mutual monthly email blast
Drum circle flyers	Five Third Mutual email blasts
International festival flyers	GRF town hall video
Aqua Zumba and Aquatic Fitness class flyers	Updated VMS organization chart
Steak dinner flyers	United new resident orientation planning
Clubhouse 2 outdoor concert flyers	8/16 Third new resident orientation
Various signage	GRF election information for website landing page
Recreation webpage updates	Third election information for website landing page
Landscaping Services	United election information for website landing pages
Weekly Landscape maintenance schedules	Interviewed United board officer on TV6
Maintenance and Construction	TV6 PowerPoint decks for board directors
Manor Alterations presentation for United town hall	VMS PowerPoint presentation for GRF Board
General Services	VMS PowerPoint presentation for Third Board
Destination Shopping flyer	VMS PowerPoint presentation for United Board
Bus information banner	CEO Updates: GRF, Third, United
Community Services	CEO correspondence
Reviewed Q&A document for real estate forum	CEO TV6 PowerPoint decks
Posted monthly real estate sales reports	Webmaster
Human Resources	Posted club events, updates and trained webmasters
Remote work policy, agreement, retention ideas	Posted 84 documents to the website



### iContact Report, July 2023

	Title	Contacts	Open	Clicks	No Info	Bounce	Smartphone	Tablet	Computer	Unsubscribe	Complain
07/31/23	Farmers Market 2023 Needs Your Harvest Donations!	764	69.37%	0.00%	29.45%	1.18%	18%	4%	78%	0	0
07/28/23	What's Up in the Village	16,444	53.06%	35.76%	46.28%	0.66%	35%	8%	58%	8	1
07/24/23	Garden Center Newsletter - Summer 2023	765	73.59%	42.63%	26.75%	0.65%	41%	11%	48%	0	0
07/21/23	What's Up in the Village	16,453	52.94%	36.82%	46.44%	0.62%	35%	8%	57%	8	1
07/19/23	From the President of Third: An Update Regarding Third's 2024 Budget	4,251	66.64%	0.99%	32.98%	0.38%	20%	6%	74%	0	0
07/18/23	From the GRF Board: Discussions on Building E	16,194	52.61%	4.55%	46.63%	0.76%	25%	5%	70%	17	1
07/18/23	Don't Miss Tomorrow's Village Summer Real Estate Forum	507	56.80%	4.86%	42.60%	0.59%	20%	2%	79%	3	0
07/14/23	What's Up in the Village	16,472	49.94%	43.73%	49.41%	0.66%	35%	5%	60%	14	0
07/12/23	From the President of Third: Proposed Updates to Two Third Architectural Standards	4,255	67.19%	6.72%	32.48%	0.33%	25%	7%	68%	2	0
07/11/23	Save the July Date: Village Summer Real Estate Forum	509	57.56%	4.44%	42.44%	0.00%	28%	0%	72%	2	0
07/07/23	What's Up in the Village	16,485	47.68%	40.53%	51.60%	0.72%	42%	5%	52%	7	2
07/05/23	From the President of Third: Looking for Candidates to Join the Board	4,256	61.11%	0.54%	38.42%	0.47%	32%	9%	59%	3	1
		Total	Averages							Totals	
		97,355	59.04%	18.46%	40.46%	0.59%	30%	6%	65%	64	6

**iContact Report, August 2023**

	Title	Contacts	Open	Clicks	No Info	Bounce	Smartphone	Tablet	Computer	Unsubscribe	Complain
08/30/23	From the President of Third: Regarding Our Compliance Division Team	4,254	63.75%	8.67%	35.99%	0.26%	25%	8%	67%	1	1
08/29/23	Garden Center Volunteer Meeting Sept. 5	778	68.38%	0.19%	30.98%	0.64%	33%	0%	67%	1	0
08/29/23	Garden Center 1 Water Shut Off Noon to 4 p.m. Today	236	70.34%	0.00%	29.24%	0.42%	17%	0%	83%	0	0
08/25/23	What's Up in the Village	16,385	46.84%	37.91%	52.38%	0.78%	38%	6%	56%	6	0
08/23/23	From the President of Third: Help Save Money for Third Mutual	4,257	62.06%	1.40%	37.61%	0.33%	26%	10%	65%	3	0
08/22/23	Seeking Volunteers for the Garden Centers	784	61.10%	0.21%	37.50%	1.40%	19%	0%	81%	1	0
08/22/23	Employee Newsletter July/August 2023	319	39.50%	73.02%	60.50%	0.00%	9%	2%	89%	0	0
08/18/23	Storm Watch: Stay up to date and prepared for emergencies	16,400	56.05%	18.92%	43.34%	0.60%	38%	9%	53%	12	6
08/18/23	What's Up in the Village	16,405	47.21%	41.06%	52.12%	0.67%	39%	6%	55%	10	4
08/16/23	From the President of Third: A 2024 Budget Update	4,258	64.00%	1.10%	35.53%	0.47%	19%	5%	76%	2	1
08/11/23	What's Up in the Village	16,411	47.00%	40.17%	52.33%	0.67%	38%	6%	56%	5	2
08/11/23	Thank You Garden Centers Club and Gardeners for a Successful 2023 Farmers Market	762	68.37%	0.00%	30.97%	0.66%	34%	6%	60%	1	0
08/10/23	Thank You for Making the 2023 Farmers Market Event a Success	762	65.35%	0.20%	33.86%	0.79%	27%	14%	59%	0	0
08/09/23	From the President of Third: The City's Senior Mobility Program	4,256	61.96%	5.99%	37.71%	0.33%	26%	14%	59%	3	1
08/08/23	From the GRF Board: An Update and Two Reminders	16,167	53.52%	4.46%	45.70%	0.78%	37%	7%	56%	21	2
08/08/23	United Town Hall Event Friday, August 11	3,697	63.19%	0.00%	35.87%	0.95%	37%	17%	47%	3	1
08/04/23	What's Up in the Village	16,436	53.32%	38.07%	45.98%	0.71%	35%	8%	57%	7	1
08/03/23	Vegepods Have Arrived!	764	72.51%	0.18%	26.96%	0.52%	30%	2%	68%	0	0
08/02/23	From the President of Third: What's Going On With Those Plastic-Covered Hillsides?	4,258	63.13%	0.78%	36.54%	0.33%	30%	11%	58%	2	1
08/01/23	Garden Center 1 Gate Code Update	243	77.37%	0.00%	20.16%	2.47%	42%	0%	58%	0	0
		Total	Averages							Totals	
		127,832	60.25%	13.62%	39.06%	0.69%	30%	7%	64%	78	20

## **STAFF REPORT**

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**DATE:** September 18, 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:** 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, August 2023

Subscriber Counts	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	YOY	Mo. Fee
Village TV YouTube	3,734	3,743	3,780	3,793	4,300	4,301	4,368	4,395	4,414	4,505	4,682	4,682	4,859	23.15%	FREE
<b>Broadband Services</b>															
DIGITAL Households	6,726	6,726	6,703	6,692	6,680	6,679	6,658	6,621	6,481	6,489	6,552	6,536	6,500	-3.48%	
SERVICE CALLS	254	245	241	185	211	239	188	237	210	242	234	210	209	-21.53%	
<b>Set-Top Boxes</b>															<b>Mo. Fee</b>
HD Standard 062	1,424	1,421	1,428	1,430	1,434	1,438	1,447	1,439	1,439	1,439	1,434	1,436	1,434	0.70%	\$14.61
DVR's 063	3,566	3,557	3,543	3,535	3,521	3,519	3,502	3,483	3,464	3,452	3,430	3,414	3,398	-4.94%	\$21.22
HD DTA's 064	1,338	1,327	1,321	1,306	1,296	1,292	1,272	1,258	1,245	1,241	1,223	1,211	1,199	-11.59%	\$14.61
TiVo MG2 065	716	725	729	728	735	736	743	749	751	758	760	766	774	7.49%	\$27.51
TiVo Qi3 067	504	509	516	518	524	525	529	534	537	541	546	549	551	8.53%	\$5.46
Cable Card 111	179	174	175	176	177	178	176	173	171	168	170	172	168	-6.55%	\$8.77
<b>Premium Movie Channels</b>														<b>AVG.</b>	<b>\$15.36</b>
Cinemax	89	86	86	86	85	84	83	83	83	81	83	84	80	-11.25%	\$15.71
HBO	648	639	631	623	617	610	596	590	585	582	568	558	546	-18.68%	\$19.02
Showtime	320	320	310	311	310	306	301	298	296	295	283	284	277	-15.52%	\$16.46
Starz/Encore	211	209	209	213	213	209	202	196	197	195	203	200	191	-10.47%	\$15.71
Playboy	14	15	16	16	13	13	14	14	13	14	13	12	12	-16.67%	\$16.54
<b>International Pay TV</b>														<b>AVG.</b>	<b>\$16.69</b>
CTI-Zhong Tian	13	13	13	13	13	13	13	13	13	13	13	13	12	-8.33%	\$13.23
Filipino Channel	27	27	24	23	23	23	24	24	24	24	24	24	23	-17.39%	\$13.23
TV5 Monde	17	17	17	17	17	17	19	18	18	18	18	20	19	10.53%	\$11.03
TVKorea	9	8	7	6	6	6	6	6	7	6	7	6	6	-50.00%	\$14.33
RAI Italia	11	11	10	10	10	9	10	10	10	10	9	9	9	-22.22%	\$14.33
TV Japan	60	59	58	58	58	59	59	57	58	58	58	57	57	-5.26%	\$16.54
<b>High Speed Internet</b>														<b>AVG.</b>	<b>\$11.81</b>
30Mbps/5Mbps	4013	4024	4014	3987	3975	3960	3978	4043	4027	3987	3926	3867	3824	-4.94%	\$28.50
65Mbps/5Mbps	2828	2846	2869	2883	2890	2894	2890	2850	2855	2865	2884	2906	2915	2.98%	\$36.50
125Mbps/15Mbps	2046	2043	2041	2033	2048	2065	2070	2072	2072	2072	2083	2085	2100	2.57%	\$45.00
250Mbps/20Mbps	1967	1983	1999	2015	2039	2059	2071	2041	2007	1987	1991	1996	1978	0.56%	\$56.50
500Mbps/25Mbps	0	0	0	0	0	0	0	5	13	28	41	58	72	93.06%	\$75.00
<b>Internet Total</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>10,912</b>	<b>10,889</b>	<b>0.32%</b>	<b>\$48.30</b>
Internet HH +/- Per Month	-14	42	27	-5	34	26	31	2	-37	-35	-49	-27	-36	-41	

AVG. Internet Installs Per Mo.	-3.42	
Internet Subs 65Mbps or Less	6,739	61.89%
Internet Subs 125Mbps or More	4150	38.11%
<b>TOTAL INTERNET SUBSCRIBERS</b>	<b>10,889</b>	