



**OPEN MEETING**

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

**Wednesday, November 17, 2021 – 2:30 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. 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. Acknowledgement of Media
3. Approval of the Agenda
4. Approval of Meeting Report for September 20, 2021
5. Chair's Remarks
6. Member Comments

The comments of directors, staff, consultants or other guests during committee meetings are not comments of Golden Rain Foundation (GRF) and are only the speaker's opinions. The position of GRF is only that expressed in motions or resolutions which are adopted by the Board of Directors. Members may speak on subjects not on the agenda, but under this committee's jurisdiction. Member comments are limited to three minutes.

**Items for Discussion:**

7. Media and Communications Report - Eileen Paulin
8. Broadband Services Report - Paul Ortiz

**Items for Future Agendas:**

- Focus groups for website
- Review and revise the Village website usage policy
- Community survey

**Concluding Business:**

- Committee Member Comments
- Date of Next Meeting: December 20, 2021
- 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



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

**Monday, September 20, 2021 – 1:30 p.m.  
Virtual Meeting**

**REPORT**

**Members Present:** Chair Joan Milliman; Directors Neda Ardani, Maggie Blackwell, Lynn Jarrett, Annie McCary and Ryna Rothberg; Advisors Theresa Frost, Tom Nash, Carmen Pacella, Lucy Parker and Juanita Skillman; Alternates Bunny Carpenter and Deborah Dotson

**Members Absent:** Elsie Addington

**Others Present:** Richard Rader, Egon Garthoffner

**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 August 16, 2021**

Approved by unanimous consent.

**5. Chair's Remarks**

Chair Milliman discussed the upcoming year-in-review presentations on the following dates: October 7 for Third Mutual, October 12 for United Mutual and November 10 for GRF.

She mentioned educational efforts to teach residents how to use the digital platforms to sign up for recreational activities and events, request maintenance work, pay bills online and issue guest passes.

She cautioned everyone to watch out for year-end scams.

She mentioned the availability of information in the Village Breeze, weekly e-newsletter and on the Laguna Woods Village website. She thanked staff and members of the committee who have

worked on all of these tools for disseminating information and to keep reaffirming the community that all this information is available.

## **6. Member Comments**

No emailed comments.

No one present in the boardroom to make member comments.

## **Items for Discussion**

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

With the 2022 GRF budget approved, Ms. Paulin highlighted upcoming plans for the department:

- Focus groups for the website
- Community surveys
- A signed contract with The Broadband Group and work scheduled to begin soon

In addition, she highlighted current department projects:

- Meet the Candidates forums
- Regular publications of the Village Breeze, employee newsletter, "What's Up in the Village" weekly e-newsletter and manor alterations bi-weekly newsletter
- Employee Recognition of Excellence Award videos
- Meet the Managers and new employee videos
- Recruitment video
- Year-end Board of Directors meetings
- A new Board of Directors handbook

She mentioned social networking's reach, a topic addressed in Director Dotson's Village Television program "Let's Talk Tech," and a discussion ensued.

Advisor Pacella suggested an idea to educate members on the Village mutuals and a discussion ensued.

### **8. Broadband Services Report - Paul Ortiz**

Mr. Ortiz presented a Broadband Services report that included:

- 2021 year-to-date cable operations
- 2021 year-to-date Broadband Services operations
- Expiring programming contracts
- Broadband subscriber counts
- Programming contracts forecast
- Internet subscriptions

He announced that effective Tuesday, September 21, in Broadband's effort to remove analog and duplicate channels from the channel lineup, the movie channels that were located in the 800s will be moved to their corresponding channels in the 500s.

He commended the cable technicians, Village Television staff and Media Services 55 staff for doing an excellent job. He then welcomed questions.

GRF First Vice President Egon Garthoffner who attended the meeting asked what non-assessment revenues include. Mr. Ortiz answered that non-assessment revenue includes premium channels, cable service calls, cable commission and equipment rental including set-top boxes; and that the revenue goes to GRF.

Director Dotson mentioned questions from residents about showing older movies. Mr. Ortiz answered that these movie releases come from a movie distribution company, adding that COVID caused delays and fewer movies to be released.

Richard Rader asked whether advertising revenue fits in the non-assessment category. Mr. Ortiz answered that it does, adding that Village Television non-assessment revenue sources include video production, commercials, message boards and advertising.

### **Items for Future Agendas**

- Focus groups for website
- Review and revise the Village website usage policy
- Community survey

### **Concluding Business**

#### **Committee Member Comments**

Ms. Paulin addressed new resident orientations and docent tours. We are on hiatus for docent tours until the end of October due to COVID numbers. She and Director Jarrett gave the last Third new resident orientation in the board room. These will likely continue in a hybrid format.

Mr. Ortiz thanked everyone for the meeting.

Director Dotson suggested including educating the Village about governance as a future agenda item.

Advisor Parker commended the meeting and announced that CEO Jeff Parker gave an informative presentation to the Video Club, which will be available on YouTube.

Advisor Pacella commended the meeting and Mr. Ortiz' presentation. He stated that he would like to be part of website focus group.

Advisor Nash mentioned that he is part of the Village Thrive Group along with Advisor Parker and Chair Milliman and that they are working on an educational segment about Village governance.

Director Jarrett commended the meeting and information provided.

Advisor Skillman echoed that it was a good meeting and added that she always gets so much information from this committee meeting.

Director Carpenter commended the meeting and thanked Mr. Ortiz and Ms. Paulin for their presentations.

Ms. Rothrock thanked everyone for the meeting and invited the committee to send suggestions for the Village Breeze by phone or email any time.

Director Rothberg echoed Juanita's comments that this is a very informative meeting. She reminded the committee that when disseminating information about the other two mutuals, to include the Towers.

Director Blackwell commended the efforts of Media and Communications to educate residents over the past one to two years. She stated that she receives many more positive than negative comments.

Advisor Frost commended the meeting.

Director Ardani thanked everyone and commended the meeting.

Chair Milliman commended the meeting and thanked present staff.

**Date of Next Meeting – Monday, October 18, 2021**

**Adjournment**

Chair Milliman adjourned the meeting at 2:45 p.m.

  
Joan Milliman, Chair  
Media and Communications Committee

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## STAFF REPORT

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**DATE:** November 17, 2021  
**FOR:** GRF Media and Communications Committee  
**SUBJECT:** Marketing and Communications Activities Report – September-October 2021

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### **RECOMMENDATION**

Review Marketing 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, CodeRED enrollment 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 September and October 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 130 projects in September and October.** Additionally, **Media and Communications entered 53 email addresses into iContact in September and October,** and **posted 348 items on the website in September and October.**

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 September and October include:

- October/November Village Breeze
- What's Up in the Village (Friday email blast): Nine editions
- Weekly press releases for the Globe: Nine weeks
- Manor Alterations biweekly news bulletin: Five editions
- Garden Center newsletter/email blasts: Three editions
- Election/Town hall information email blasts: Three editions

Media and Communications staff also maintains specific email lists for select recipients to allow for more targeted communication while reducing communication fatigue. Current specialized lists include pool users, golf cart owners, Garden Center plot holders and real estate professionals. When the financial packet was distributed, residents were encouraged to sign up for the email distribution list. A new feature was provided allowing residents to choose specific communications and opt out of others they preferred 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 September and October include:

- Art Affair in the Village
- Pool Schedule, Maintenance News / Pool Renovation Scheduled
- Tennis Club Championships
- Volunteer to Serve on the GRF Board
- GRF Elections Update
- VMS Recognition of Excellence Awards
- Master Plan for Aging Event
- COVID-19 Booster Options Grow
- How to Obtain Annual Guest Passes
- Are Your Devices Safe?
- Holiday Buffet Update / Holiday Fare and Festivities
- October/November 2021 Village Breeze Is Here
- Work Part-Time in the Village
- 2022 Community Mulch Days
- Third Mutual Town Halls
- Safe Meds Disposal
- 2021 Great California ShakeOut Drill
- Tennis Court Resurfacing / Court Surface Makeover
- Garden Center Office Hours
- Night Lights
- Community Center Parking
- PAC Box Office Is Open
- Don't Be a Party Pooper
- DwellingLIVE Update
- Annual Reservation Lottery
- Road Work Ahead
- Call for Artists to Display in 2021 Bonanza

- Don't Miss Tomorrow's Big Bazaar
- Win the Party Lottery!
- Third, United 2021 Election Results
- Cool Pool News
- Clubhouse 1 Fitness Closed Oct. 4, 5
- Free Village Mulch Is for Private Gardens
- Cable Channel Updates
- Join the UCI Dialogue Society Book Club
- Village Elections
- Refresh Your Garden
- Purchase and Print PAC Tickets at Home
- FAQs: Village Irrigation
- Wipes and Pipes Don't Mix
- What Mutual Do You Live In?
- Shop the October 2 Village Bazaar
- ETWD Issues Fall Newsletter
- Tennis Court Hours Sept. 20-24
- Garden Centers Save Water
- Beware the "Fore!"
- Pour a Glass and Paint Your Own Masterpiece
- GRF Board Candidate Submission Deadline Nears
- Answering the Call
- Why Is My Power Out?
- Beat the Heat
- Get to Where You Need to Go
- California Gov Recall Election Voting
- Water Supply in Peril
- Alzheimer's/Dementia Caregiver Support Group
- Dallas and Doll Hit the Village
- The GRF Board Wants You!
- Play Pickleball Longer!
- Labor Day Facility Hours, Bus Service
- Weed Control Cost Effectiveness
- Manor Alterations News Bulletins
- Don't Be a Gate Crasher
- What Would YOU Ask Board Candidates?
- RetroFits Rock the House
- Parking Makeover
- TV6 Weekly Featured Movies
- Upcoming Meetings

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

- Art Association artwork selection/arrangement, brochure design, open house event

- 2022 Board of Directors handbook creation and distribution
- 2022 Village Breeze media kit
- 2022 Greenbook cover design, edit/review contents
- Edited Kourts survey and flyer for Recreation
- GRF and Third annual end-of-year PowerPoint presentations
- Edited PowerPoint deck for various directors and staff
- Edited series of forms for Manor Alterations
- Edited and emailed news about town halls to Third members
- CEO reports for GRF, United and Third
- Edited recruitment brochure for corporate secretary/assistant corporate secretary
- Security officer recruitment video
- Landscaping video tour
- Recognition of Excellence awards video
- Schedule and conduct docent volunteer meeting
- Edited GRF election documents
- Bonanza ad and flyers for Recreation and Globe
- Edited executive team brochure for General Services director search
- October/November 2021 Village Breeze
- Fall 2021 Garden Centers newsletter for Recreation
- Certificates of appreciation for Third
- Report form update for Security
- New business cards for Security/Social Services
- Posted Third and United monthly resale reports
- Regular Facebook posting
- Documents/correspondence for CEO, Maintenance and Construction, Recreation
- Posted weekly Landscaping schedule
- Posted litigation letters and reports
- Third new resident orientation
- Created TiVo banner on Cable Services webpage
- Created links and URLs for Board of Directors handbook print and digital editions
- Created landing page for and linked October/November 2021 Village Breeze
- October Pour and Paint promotions for Recreation
- Reservation lottery flyer for Recreation
- Services flyer for Social Services
- Updated Social Services brochure
- Updated Manor Alterations office signage
- Online box office tutorial document for Recreation
- Updated Third and United new resident orientation packets
- Monday movies fall marketing materials for Recreation
- Thanksgiving and Christmas buffets marketing materials for Recreation
- New Year's Eve marketing materials for Recreation
- Updated Maintenance and Construction epoxy lining letters for Third and United
- Third and United "Meet the Candidates"

- Updated club contact information, posted events and provided login access for club webmasters
- Proofed the weekly Monday Memo
- Produced various signage throughout the Village
- Posted TV and movie programming guides for Village Television

Tasking Completed by Village Television (TV6) in September and October:

- "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 Jeff Parker appears on Village Television weekly
- The popular "Trading Post" is back 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 and without closed captioning
- The Village Television guide is posted online and program descriptions are included on the digital guides
- Special exercise classes for residents were broadcast daily
- Produced "Meet the Candidates" videos for the boards
- Produced water conservation panel video
- Produced employee recognition video
- Produced "Let's Talk Tech" with Debbie Dotson
- Produced landscape tour with Landscape Staff
- Produced over 40 hours of governance meetings
- Village Television broadcasts over 2,000 minutes of original content each month
- Produced six Media Services 55 commercials

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. Fourteen guests attended the October 28 Village docent tour.

New resident orientations occur once a month for each mutual and are presented by one staff member and one board member. They are currently offered in person and serve as another way to subscribe residents to iContact. In addition, staff continues to write letters and contact new residents via email.

### **FINANCIAL ANALYSIS**

None

**Prepared By:** Eileen Paulin, Director of Media and Communications  
Ellyce Rothrock, Supervisor of Media and Communications  
Susan Logan-McCracken, Communications Specialist

**Reviewed By:** Siobhan Foster, COO

### Workflow Report, September 2021

Village Television	Media and Communications
Produced Meet the Candidates videos	Planning for Art Association open house
Produced Water Conservation Panel video	Worked on October/November Village Breeze
Produced employee recognition video	Recognition of Excellence awards script
Produced Let's Talk Tech show w/Deb Dotson	09/02 Globe press releases
Produced Landscape Tour video	09/03 Friday eblast
Produced over 40 hours of governance meetings	09/09 Globe press releases
Produced six Media Services 55 commercials	09/10 Friday eblast
Produced This Day live six days a week	09/16 Globe press releases
CEO Jeff Parker on air weekly	09/17 Friday eblast
Message boards updated daily	09/23 Globe press releases
Movies Mondays, Fridays, Saturdays	09/24 Friday eblast
TV6 guide, movies/meetings schedule	09/30 Globe press releases
Program descriptions on Rovi digital guide	Linked/posted Oct/Nov digital Village Breeze
Special daily exercise classes for residents	Email subscriber list maintenance
Co-produced public service announcement	Mail Village Breeze to residents nondelivered
Trading Post on air Monday, Wednesday	MACC activities report, agenda, minutes
Produced Meet the Managers videos	Proofing Monday Memo
Produced over 2,000 minutes original content	Regular Facebook posting
Webmaster	Board Relations
Posted TV & movie programming guides	Updated new resident orientation packets
Posted nonclub-related events	GRF, Third annual year-end presentations
Posted various committee agendas/packets	Board of Directors handbook revisions
Posted club events, updated contacts	Meet the Candidates promotion and support
Provided login credentials for club webmasters	CEO Updates: GRF, Third, United
Trained club webmasters in website CMS	CEO correspondence
Posted 160 items to the website	PowerPoint decks for various directors on TV6
Recreation	Sales and Leasing
Paint and Pour marketing materials	Posted monthly real estate sales reports
Reservation Lottery flyer	Security Services
Garden Center newsletter	Services flyer for Social Services
Online box office tutorial document	Updated Social Services brochure
Monday movies marketing materials	Security officer recruitment video
Thanksgiving, Christmas buffets marketing	Human Resources
New Year's Eve marketing materials	Coordinated new hires/promotions videos
Recreation webpage updates	General Services
Various signage throughout the Village	PowerPoint deck
Correspondence	Resident Services
Maintenance & Construction	Resident correspondence emails
Two Manor Alterations news bulletins	Landscaping Services
Manor Alterations office signage	Planned Landscaping video
Epoxy lining letters, FAQ document	PowerPoint deck for director
Correspondence	Weekly Landscape Maintenance Schedules

### Workflow Report, October 2021

Village Television	Media and Communications
Produced Meet the Candidates videos	Art Association open house, brochure, selection
Produced Water Conservation Panel video	Completed October/November Village Breeze
Produced employee recognition video	2022 Village Breeze media kit
Produced Let's Talk Tech show w/Deb Dotson	2022 Greenbook cover design, updated contents
Produced Landscape Tour video	10/01 Friday eblast
Produced over 40 hours of governance meetings	10/07 Globe press releases
Produced six Media Services 55 commercials	10/08 Friday eblast
Produced This Day live six days a week	10/14 Globe press releases
CEO Jeff Parker on air weekly	10/15 Friday eblast
Message boards updated daily	10/21 Globe press releases
Movies Mondays, Fridays, Saturdays	10/22 Friday eblast
TV6 guide, movies/meetings schedule	10/28 Globe press releases
Program descriptions on Rovi digital guide	10/29 Friday eblast
Special daily exercise classes for residents	Linked/posted Oct/Nov digital Village Breeze
Co-produced public service announcement	Email subscriber list maintenance
Trading Post on air Monday, Wednesday	Mail Village Breeze to residents nondelivered
Produced Meet the Managers videos	MACC activities report, agenda, minutes
Produced over 2,000 minutes original content	Proofing Monday Memo
Webmaster	Regular Facebook posting
Created TiVo banner for Cable Services page	Board Relations
Posted TV & movie programming guides	2022 Board of Directors handbook
Posted nonclub-related events	GRF annual year-end PowerPoint presentation
Posted various committee agendas/packets	Third annual year-end PowerPoint presentation
Posted club events, updated contacts	Third certificates of appreciation
Provided login credentials for club webmasters	Third town hall information emails
Trained club webmasters in website CMS	Third new resident orientation
Posted litigation letters and reports	Corporate secretary recruitment brochure
Posted 188 items to the website	CEO Updates: GRF, Third, United
Recreation	CEO correspondence
Kourts survey and flyer	PowerPoint decks for various directors on TV6
Bonanza ad for department and Globe	Sales and Leasing
Garden Center newsletter	Posted monthly real estate sales reports
Recreation webpage updates	Security Services
Various signage throughout the Village	PowerPoint deck for director
Correspondence	Updated report forms
Maintenance & Construction	New business cards
Three Manor Alterations news bulletins	Security officer recruitment video
Edited series of forms	Human Resources
Correspondence	Coordinated new hires/promotions videos
Landscaping Services	General Services
Produced video tour	PowerPoint deck
Produced recruitment brochure	Resident Services
Weekly Landscape Maintenance Schedules	Resident correspondence emails

### iContact Report, September 2021

Date	Title	Contact	Open	Bounce	No Info	Clicked	Smartphone	Tablet	Computer	Unsubscribe	Complain
09/24/21	What's Up in the Village	17,726	47.8%	0.3%	51.9%	53%	48%	5%	46%	26	4
09/17/21	What's Up in the Village	17,757	48.6%	0.3%	51.1%	60%	51%	4%	44%	23	6
09/17/21	Manor Alterations Biweely News Bulletin	81	46.9%	0.0%	53.1%	29%	44%	0%	56%	0	0
09/14/21	Garden Center Office Line Out of Service	321	57.3%	0.0%	42.7%	0%	58%	2%	40%	1	0
09/14/21	United Annual Election: View Additional Meet the Candidates Broadcasts	4,505	50.9%	0.4%	48.6%	5%	58%	4%	38%	7	0
09/14/21	Third Annual Election: View Additional Meet the Candidates Broadcasts	4,202	50.4%	0.2%	49.4%	5%	48%	6%	48%	4	1
09/13/21	Upper Employee Parking Lot Closed September 15	219	19.2%	0.0%	80.8%	0%	4%	0%	96%	0	0
09/10/21	New Automatic Main Water Shutoff at Garden Center 2	274	65.3%	0.4%	34.3%	1%	51%	3%	46%	0	0
09/10/21	What's Up in the Village	17,763	41.0%	0.3%	58.7%	58%	51%	5%	44%	18	3
09/03/21	What's Up in the Village	17,788	40.3%	0.4%	59.4%	55%	52%	4%	44%	15	1
09/03/21	Manor Alterations Biweely News Bulletin	81	44.4%	0.0%	55.6%	28%	38%	0%	62%	0	0
						Averages				Totals	
			46.6%	0.2%	53.2%	27%	46%	3%	51%	94	15

### iContact Report, October 2021

Date	Title	Contact	Open	Bounce	No Info	Clicked	Smartphone	Tablet	Computer	Unsubscribe	Complain
10/29/21	What's Up in the Village	17,655	40.5%	0.3%	59.1%	57%	51%	5%	45%	15	2
10/29/21	Manor Alterations Biweely News Bulletin	84	38.1%	0.0%	61.9%	22%	28%	1%	71%	0	0
10/27/21	Third Mutual Weekly Info and Monthly Town Hall Meetings	4,233	56.0%	0.3%	43.8%	13%	49%	5%	46%	9	1
10/22/21	What's Up in the Village	17,677	47.9%	0.3%	51.8%	55%	50%	5%	45%	21	3
10/15/21	What's Up in the Village	17,687	47.9%	0.3%	51.8%	48%	50%	5%	45%	12	0
10/15/21	Manor Alterations Biweely News Bulletin	81	44.4%	0.0%	55.6%	17%	42%	0%	58%	0	0
10/08/21	What's Up in the Village	17,689	47.3%	0.3%	52.4%	48%	51%	5%	44%	15	4
10/05/21	Garden Center Newsletter Fall 2021	319	62.7%	0.0%	37.3%	59%	59%	2%	38%	1	0
10/01/21	What's Up in the Village	17,695	48.3%	0.3%	51.4%	55%	51%	5%	44%	10	1
10/01/21	Manor Alterations Biweely News Bulletin	81	43.2%	0.0%	56.8%	26%	15%	0%	85%	0	0
			Averages							Totals	
			47.6%	0.2%	52.2%	40%	45%	3%	52%	83	11

### New Resident Orientations Year to Date

#### United Mutual

Date	Attendance	Director
Wednesday, January 13, 2021	20	Addington
Friday, February 05, 2021	22	Addington
Wednesday, March 10, 2021	15	Addington
Friday, April 02, 2021	12	Addington
Wednesday, May 12, 2021	5	Addington
Friday, June 04, 2021	12	Addington
Wednesday, July 14, 2021	14	Addington
Friday, August 06, 2021	7	Addington
Wednesday, September 08, 2021	CANCELED	
Friday, October 01, 2021	CANCELED	
Wednesday, November 10, 2021	26	Blackwell
Friday, December 03, 2021		
	133	

#### Third Mutual

Date	Attendance	Director
Friday, January 15, 2021	18	McCary
Wednesday, February 17, 2021	17	Mutchnick
Friday, March 19, 2021	12	Rane-Szostak
Wednesday, April 21, 2021	10	Dotson
Friday, May 21, 2021	CANCELED	
Wednesday, June 16, 2021	20	Jarrett
Friday, July 16, 2021	20	N/A
Wednesday, August 18, 2021	17	N/A
Friday, September 17, 2021	12	McCary
Wednesday, October 20, 2021	19	Rane-Szostak
Friday, November 19, 2021		
Wednesday, December 15, 2021		
	145	



## STAFF REPORT

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**DATE:** November 17, 2021  
**FOR:** GRF Media and Communications Committee  
**SUBJECT:** Broadband Services Update

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### **RECOMMENDATION**

Receive and file report.

### **BACKGROUND**

Regular monthly reports are submitted to the Media and Communications Committee (MACC) for review.

### **DISCUSSION**

The Broadband Services Division, including TV Operations, TV studio, media services, high-speed internet and digital services, are a part of the Media and Communications Department. Paul Ortiz, General Manager for Broadband Services, will provide updates on an ongoing basis.

### **FINANCIAL ANALYSIS**

None

**Prepared By:** Susan Logan-McCracken, Communications Specialist

**Reviewed By:** Eileen Paulin, Director of Media and Communications; Paul Ortiz, General Manager of Broadband Services

### **ATTACHMENTS(S)**

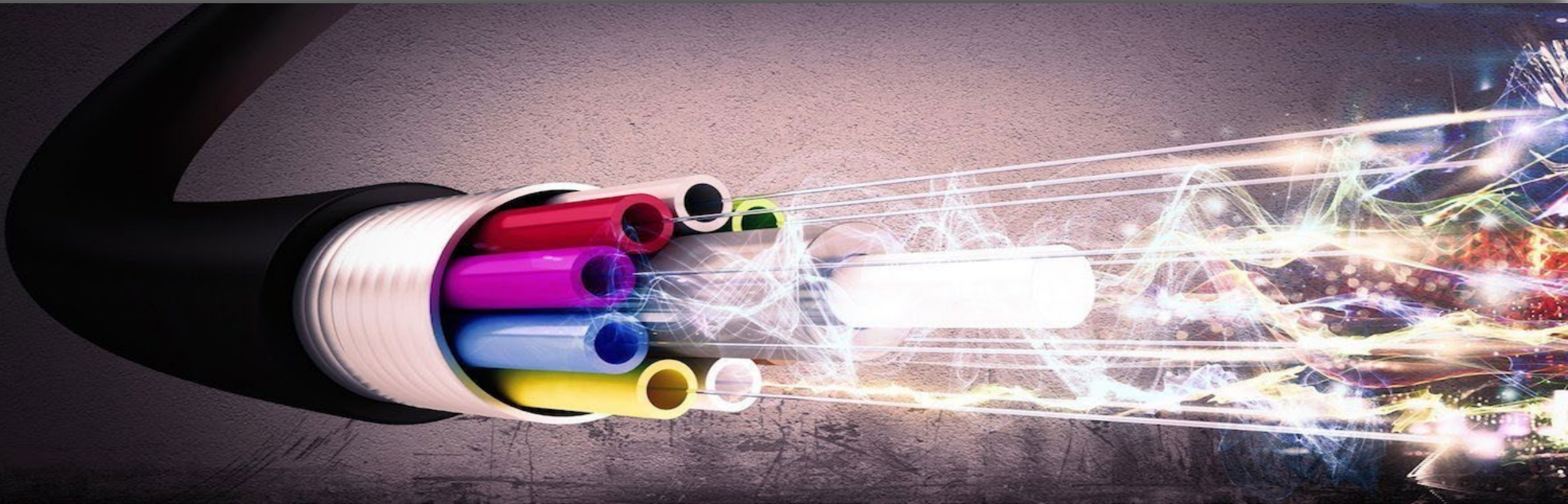
- i. Broadband Services presentation

# Media & Communications Committee Meeting

 GOLDEN RAIN FOUNDATION  
of LAGUNA WOODS

November 17, 2021

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



# 2021 Cable Operation Report

## WC 20

	Actuals	Budget
Operating costs	(\$4,113,985.53)	4.05% better
Non-assessment revenue	\$1,779,295.85	6.10% worse
Programming costs	(\$2,991,161.90)	2.11% better
Franchise fees	(\$127,796.39)	20.13% better
<b>Net revenue/(Expense)</b>	<b>(\$2,334,689.68)</b>	<b>2.14% better</b>

- First NINE months of 2021: **Cable operation cost each resident \$20.37 (PMPM)**
- The Cable TV Network operation budget for 2021 is \$21.17 PMPM
- National average for cable television is approximately \$110 per month\*

\*Leichtman Research Group

# 2021 Broadband Services Operation Report

Work Center	Net Revenue/(Expense)	PMPM
Internet	\$1,322,368.90	\$11.54
Cable Operation	(\$2,334,689.68)	(\$20.37)
Village Television	(\$336,942.30)	(\$2.94)
Media Services	\$124,721.13	\$1.09

- **As of SEPTEMBER 30, 2021: The Media operation cost each resident *\$10.68 PMPM***
- Broadband Services accounts for 42% of the GRF's Non-Assessment Revenue

# Expiring Programming Contracts Report

## NBCU Networks

**Expiration Date:** November 5, 2021

KNBC	NBCSN	MSNBC	Bravo
Oxygen	SYFY	E!	CNBC
Golf Channel	USA	Olympics	KVEA

- Community pays approximately \$500K per year for NBCU
- 8 - 10% historic increases

## Expectations

- 10% - 15% increase expected
- DTC offer similar to the other networks
- NBC Sports Network will terminate signal on December 31, 2021

 peacock

## EFFECTIVE JANUARY 1, 2022

The NBC Sports Network (Channel 312) and ESPN Classic (Channel 25 & 425) will cease operations and will no longer be broadcast.



NBCUniversal will shut down its main sports channel, NBCSN, on January 1 of 2022. Much of its live sports content will move to USA Network, while more niche sports and events could be shifted to the company's streaming service, Peacock, or forced to find a new home altogether. The USA Network will begin carrying and/or simulcasting certain NBC Sports programming, including NHL Stanley Cup Playoff games and NASCAR races.



ESPN Classic will go dark on January 1, ending a nearly three-decade run of nostalgic pay-TV sports programming. The network was founded as Classic Sports Network in 1995 and was acquired by ESPN in 1997. The decision to shut it down follows several years of declining distribution. Several major providers had dropped the network entirely, and satellite operators Dish and DirecTV had shifted it to a video-on-demand offering. Its reach had dwindled to a fraction of that of ESPN, which was in 84 million households as of 2020.

Questions? Email [programming@vmsinc.org](mailto:programming@vmsinc.org)

# Broadband Subscriber Count Report

Subscriber Counts	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	YOY
DIGITAL	7,148	7,123	7,138	7,126	7,110	7,107	7,082	7,002	6,981	6,964	6,948	6,944	6,907	-3.49%
<b>Set-Top Boxes</b>														
DVR's	5,736	5,718	5,715	5,683	5,661	5,661	5,618	5,593	5,590	5,551	5,490	5,467	5,381	-6.60%
HD Standard	2,027	2,026	2,024	2,011	2,001	2,001	2,001	1,988	1,941	1,941	1,898	1,946	1,978	-2.48%
TiVo MG2	476	487	506	520	524	524	548	551	546	552	574	589	618	22.98%
TiVo Qi3	481	494	510	525	533	533	533	548	544	545	573	592	615	21.79%
HD DTA's	1,955	1,965	2,001	2,008	2,002	2,002	2,050	2,037	1,981	1,941	1,934	1,885	1,862	-4.99%
<b>PAY TV</b>														
HBO	842	839	842	833	815	803	800	785	776	763	749	742	727	-15.82%
Cinemax	117	112	110	110	111	112	111	114	110	111	110	108	107	-9.35%
Showtime	411	417	411	417	411	405	403	394	386	379	368	364	358	-14.80%
Starz/Encore	277	280	280	277	273	271	273	269	266	258	254	246	239	-15.90%
Playboy	17	18	17	15	18	18	17	17	15	16	15	16	16	-6.25%
<b>International</b>														
TV Asia	1	1	1	1	1	1	2	2	2	2	2	2	2	50.00%
CTI-Zhong Tian	15	14	14	14	14	14	14	14	14	14	14	13	12	-25.00%
Filipino Channel	34	33	31	31	30	30	30	28	27	27	27	27	26	-30.77%
CCTV4	8	8	8	8	8	8	8	8	8	8	8	8	8	0.00%
Channel One Russia	10	9	11	9	9	9	9	9	9	9	9	9	9	-11.11%
TVKorea	11	11	11	11	10	10	10	9	9	9	9	9	9	-22.22%
TV5 Monde	25	25	25	25	25	25	25	25	23	22	22	22	21	-19.05%
RAI Italia	9	9	9	10	11	11	10	10	11	11	11	11	12	25.00%
TV Japan	55	55	55	55	56	57	58	60	59	58	59	60	60	8.33%
<b>Total International</b>	<b>168</b>	<b>165</b>	<b>165</b>	<b>164</b>	<b>164</b>	<b>165</b>	<b>166</b>	<b>165</b>	<b>162</b>	<b>160</b>	<b>161</b>	<b>161</b>	<b>159</b>	<b>-5.66%</b>
<b>High Speed Internet</b>														
15Mbps/3Mbps					4503	4495	4464	4,389	4389	4387	4361	4336	4284	-5.11%
30Mbps/3Mbps					2611	2657	2648	2,602	2663	2679	2690	2700	2735	4.53%
50Mbps/5Mbps					1782	1792	1829	1,839	1836	1838	1852	1857	1886	5.51%
100Mbps/10Mbps					1550	1547	1569	1,559	1578	1619	1628	1663	1716	9.67%
<b>Internet Total</b>	<b>10,350</b>	<b>10,364</b>	<b>10,401</b>	<b>10,463</b>	<b>10,446</b>	<b>10,491</b>	<b>10,510</b>	<b>10,389</b>	<b>10,466</b>	<b>10,523</b>	<b>10,531</b>	<b>10,556</b>	<b>10,621</b>	<b>1.65%</b>

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<b>TiVo MG2</b>	<b>476</b>	<b>487</b>	<b>506</b>	<b>520</b>	<b>524</b>	<b>524</b>	<b>548</b>	<b>551</b>	<b>546</b>	<b>552</b>	<b>574</b>	<b>589</b>	<b>618</b>	<b>22.98%</b>
<b>TiVo Qi3</b>	<b>481</b>	<b>494</b>	<b>510</b>	<b>525</b>	<b>533</b>	<b>533</b>	<b>533</b>	<b>548</b>	<b>544</b>	<b>545</b>	<b>573</b>	<b>592</b>	<b>615</b>	<b>21.79%</b>
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# Programming Contracts Forecast Report



2021	2022	2023	2024	2025
\$3,752,088	\$4,049,363	\$4,241,713	\$4,444,935	\$4,626,505
<b>\$24.55</b> <sub>PMPM</sub>	<b>\$26.49</b> <sub>PMPM</sub>	<b>\$27.75</b> <sub>PMPM</sub>	<b>\$29.03</b> <sub>PMPM</sub>	<b>\$30.27</b> <sub>PMPM</sub>
	7.3% INCREASE	4.5% INCREASE	4.5% INCREASE	4% INCREASE

PMPM IS FOR PROGRAMMING FEES ONLY AND DOES NOT INCLUDE OPERATIONAL COSTS

**DIRECTV**  
stream

Start Free Trial

\$69.99

**sling**

Start Free Trial

\$35.00  
and Up

**hulu**

Start Free Trial

\$64.99  
and Up

**fubo**<sup>TV</sup>

Start Free Trial

\$64.99

 **YouTubeTV**

Start Free Trial

\$64.99

# Internet

10,621 internet subscribers YTD

10,556 internet subscribers AUGUST 2021

4,284 internet subscribers 15/3 Mbps	\$23.50/month
2,735 internet subscribers 30/3 Mbps	\$28.50/month
1,886 internet subscribers 50/5 Mbps	\$38.50/month
1,716 internet subscribers 100/10 Mbps	\$48.75/month

No price increase since 2014

- 67% of subscribers utilize 30/3 Mbps or less
- GRF shares revenue with West Coast Internet
- Non-assessment revenue YTD \$1,183,720.35