



OPEN MEETING

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

**Monday, January 16, 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 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 November 21, 2022
5. Chair's Remarks
6. Member Comments

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

Items for Discussion:

7. Media and Communications Report – Eileen Paulin
8. Broadband Ad Hoc Committee Report – Eileen Paulin
9. Website Ad Hoc Committee Report – Eileen Paulin
10. Broadband Services Report – Paul Ortiz

Items for Future Agendas:

- Focus Group Report

Concluding Business:

- Committee Member Comments
- Date of Next Meeting: Wednesday, February 22, at 1:30 p.m.
- Adjournment

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

Joan Milliman, Chair
Eileen Paulin, Staff Officer
Telephone: 949-268-2020

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OPEN MEETING

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

**Monday, November 21, 2022 - 1:30 p.m.
Board Room / Virtual Hybrid Meeting**

REPORT

Members Present: Chair Joan Milliman; Directors Elsie Addington, Maggie Blackwell, James Cook, Anthony Liberatore; Alternate Cris Prince; Advisors Catherine Brians, Lynn Jarrett, Tom Nash, Carmen Pacella, Lucy Parker

Members Absent: Directors Moon Yun (excused), Ryna Rothberg; Advisor Theresa Frost (excused)

Others Present: Juanita Skillman, Richard Rader, Egon Garthoffner

Staff Present: Eileen Paulin, Paul Ortiz, Ellyce Rothrock, 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 October 17, 2022

Approved by unanimous consent.

5. Chair's Remarks

Chair Milliman commended the all-boards training and presentations on Friday, November 18. The meeting was recorded and will be available on the website.

6. Member Comments

There were no member comments during this portion of the meeting, but there were two member comments during the committee member comments.

Items for Discussion

7. Media and Communications Report- Eileen Paulin

Ms. Paulin mentioned slides from the all-boards training presentation are available for board members who would like a copy.

She highlighted from the Media and Communications Activities Report:

- The October/November Village Breeze
- The weekly email blast to residents
- Reporting on Village elections
- Town hall for new fire station
- Focus groups preliminary report
- Volunteer luncheon
- Employee Excellence Awards
- Halloween morale building costume contest and potluck
- New resident orientations
- Docent tours
- Press releases sent weekly to the Globe

She discussed the results of the focus groups.

Director Addington mentioned the need for volunteers who speak multiple languages to help translate news and information for residents who speak English as a second language. Ms. Paulin concurred and mentioned that one of the focus groups included those individuals. A discussion ensued.

Director Skillman mentioned the afternoon Saturday docent tours are scheduled when the Village Library is closed. Ms. Rothrock explained that morning tours are less attended than afternoon tours. A discussion ensued.

8. Broadband Ad Hoc Committee Report- Eileen Paulin

Ms. Paulin announced the next meeting will immediately follow today's MACC closed meeting. The subsequent meeting will be Tuesday, November 29, from 10 a.m. to 2 p.m. and will include lunch.

9. Website Ad Hoc Committee Report - Ellyce Rothrock

Ms. Rothrock reported on a meeting with three potential vendors on November 15. She expects to receive proposals back from each of them.

10. Broadband Services Report- Paul Ortiz

Mr. Ortiz highlighted:

- The Village YouTube subscriber count is up over 43% year-over-year.
- Bonus movies will be shown over the Thanksgiving holiday weekend.
- Subscriber counts are decreasing in general because people are increasingly using different devices.
- The two lowest tiers of internet services are down as people opt for higher speeds.

- The A&E contract will expire Dec. 31, 2022, and is in negotiations.
- This year has been a successful political year for advertising revenue.

Items for Future Agendas

Report on the focus groups

Concluding Business

Committee Member Comments

Chair Milliman stated that she is looking into possibly having Globe newsstands at the Village Library and Community Center. The First Amendment might require us to include newsstands for all media who wish to be here if we allow newsstands for the Globe. This is under review by our legal counsel.

Advisor Jarrett commended the movie selections that go out to residents on Mondays, Fridays and Saturdays.

Advisor Brians stated she is happy to be part of this committee.

Advisor Pacella commended the meeting and suggested the Globe be delivered to every home in the Village. A discussion ensued.

Director Blackwell stated her interest in the results of the focus groups.

Director Skillman stated that she has been assigned to another committee and this would be her last meeting after 10 years on this committee.

Chair Milliman welcomed the new advisor and directors on the committee. She also thanked Director Skillman for her service on this committee.

Two members commented on the Globe suggestion. Ms. Deb Allen stated her support for the idea of getting the Globe out to the residents. Mr. Richard Rader also supported the idea.

Date of Next Meeting - Monday, December 19, 2022, at 1:30 p.m.

Adjournment

Chair Milliman adjourned the meeting at 2:33.

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

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STAFF REPORT

DATE: January 16, 2023
FOR: GRF Media and Communications Committee
SUBJECT: Media and Communications Activities Report – November-December 2022

RECOMMENDATION

Review Media and Communications Report.

BACKGROUND

Media and Communications staff prepares a monthly report for MACC. This report includes, but is not limited to, Media and Communications activities, communications projects, website management, analytics, docent tours, new resident orientations and more.

DISCUSSION

The website is an ever-evolving information hub updated daily via input from all departments, residents and clubs. Media and Communications maintains webmaster duties by writing, editing and posting content, which includes, but is not limited to, governance, news, club news, club updates, training, activities and calendars.

Media and Communications staff also continues to proactively engage, inform and share vital information with residents. The attached report presents engagement efforts 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 73 projects in November and 58 projects in December. Media and Communications subscribed 289 email addresses into iContact in November and 40 in December. Staff posted 77 items to the website in November and 73 in December.

Regular publications completed by the Media and Communications team in November and December include:

- Employee Newsletter: October/November 2022
- What's Up in the Village (Friday email blast): Eight editions
- Thanksgiving holiday greetings to Village (in place of Friday email blast) and employees: Two editions
- Weekly press releases for the Globe: Nine weeks
- Third Mutual email blasts: Eight editions
- Garden Center email blasts: Three editions
- Swimming pool update email blast: Four editions
- Gate 11 email blast: One edition

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 November and December include:

- NYE at the PAC
- Facility, Contractor and Transportation Info (Christmas, New Year's)
- Who to Call After Hours, On Weekends and On Holidays
- Recycle Your Christmas Tree
- Brisket Buffet
- Bazaar Vendor Registration Starts Jan. 5
- Play Table Tennis Longer
- Gridiron Afternoon
- Save the Date (January Landscape Committee Meetings)
- Leashing Dogs Is Law
- Only Rain Goes in the Drain
- Call for Third Mutual Board Candidates
- Happy Holidays From VMS!
- Celebrate at Clubhouses 2 and 7
- Holiday Facility, Transportation Hours
- SoCal Drought Alert
- 2023 Community Mulch Days
- Santa Paws at the Equestrian Center
- GRF M&C Committee Special Open Meeting
- Do Not Feed Wildlife
- Naughty and Nice! 'Tis the season to send a thank you note
- Holiday Tree Lighting and Toy Drive
- Expanded Hours at Clubhouse 7

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Media and Communications Committee
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- The Future of Village Internet
- Proposed Garden Centers Fee Adjustments
- Best Times to Call or Visit Resident Services
- United Town Hall Dec. 9
- AARP Smart Driver Course
- Happy Thanksgiving!
- New Equine Faces at the EC
- Facility, Transportation Hours (Thanksgiving)
- Holiday Trash Pickup Next Week
- Christmas Buffet Tickets
- Third Mutual Town Hall Next Week
- Call for VMS Board Candidates
- Call for Third Mutual Board Candidates
- Call for United Mutual Board Candidates
- GRF Board Election by Acclamation
- PAC NYE Lineup Change
- Laguna Woods Library Is Open
- Honor Veterans This Friday (Veterans Day)
- Facility, Transportation Hours (Veterans Day)
- United Special Open Meeting
- Apply Today to Work at VMS
- Laguna Beach Animal Services Talks Coyotes
- The Bonanza Is Here!
- Break Down Those Boxes
- ETWD Issues Fall 2022 Newsletter
- Got Murmur? (cardiac surgeon, cardiologist panel)
- TV6 Weekly Featured Movies
- Village Meeting Calendar

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

- Produced fall prevention class flyers for Social Services
- Produced CEO speech for volunteer luncheon
- Managed the website rebuild project
- Updated Kim Min yoga class flyers for Recreation
- Produced January Village bazaar flyers for Recreation
- Produced January buffet flyers for Recreation
- Produced national championship game flyers for Recreation
- Produced college championship game flyers for Recreation
- Designed holiday cocktail menu for Recreation
- Worked on the January/February Village Breeze
- Managed the 2023 Laguna Woods Art Association exhibition project
- Coordinated CEO appearance on TV6's "Laguna Woods Stories"
- Produced AARP class flyer for Recreation
- Produced "Bright Ideas" flyer for Human Resources
- Designed and produced VMS holiday card/message for residents and employees

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- Produced Santa Paws Equestrian Center event flyers for residents and employees
- Designed golf gift certificate for Recreation
- Updated mutual consent processing map for Maintenance and Construction
- Updated Zumba gold flyers for Recreation
- Produced TV6 PowerPoint deck for CEO
- Produced CEO and VMS board PowerPoint presentations for GRF, United and Third board meetings
- Produced GRF 2022 Year in Review PowerPoint presentation
- Produced all-boards training PowerPoint presentation and updated training manuals
- Produced New Year's Eve event flyers for Recreation
- Edited and formatted Easy Rider tutorial document for General Services
- Produced TV6 PowerPoint presentations for board directors
- Produced PowerPoint presentations for department directors
- Formatted 2023 sponsorship packet
- Produced 2022 Christmas Buffet flyers for Recreation
- Created email blast message for General Services
- Designed United and Third financial information envelopes
- Produced tree lighting flyers for Recreation
- Updated and formatted golf operating rules for Recreation
- Produced Veterans Day program for Recreation
- Updated the website for all boards
- Updated Maintenance and Construction website landing page
- Organized and coordinated docent lunch meeting
- Met with United and Third board presidents to plan 2023 media and communication
- Edited various weekly ForeUp email messages for Recreation
- Met with and trained club webmasters
- Worked with club webmasters to rebuild website that crashed
- Edited, formatted and proofed various letters, notices and such for all departments
- Posted 12 resale documents for Third Mutual and United Mutual
- Posted various club events for Village clubs
- Posted weekly projected schedules for Landscaping Services
- Edited and posted Village Television programming and movie guides
- Created regular Facebook posts
- Created agenda, packet materials and report, and organized Media and Communications Committee open and closed meetings
- Organized Broadband Ad Hoc Committee meetings
- Organized Website Ad Hoc Committee meeting
- Proofed weekly upcoming meetings documents
- Created numerous tennis court, fitness center and other signs for Recreation

Tasking completed by Village Television (TV6) in November and December:

- "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 on Village Television weekly
- The popular "Trading Post" on air Monday and Wednesday at 10 a.m. and 5:30 p.m.
- The message board updated daily with important community information

- Movies for residents' enjoyment broadcast each Monday, Friday and Saturday with closed captioning
- The Village Television guide posted online monthly with program descriptions included on the digital guides
- Special exercise classes for residents broadcast daily
- In production, Orange County Fire Authority (OCFA) Station 22
- Produced a number of City Council Meetings for the City of Laguna Woods
- Produced a new "Social Security in Action" show with Jeffrey Rodriguez
- Producing a new "Beyond the Red Carpet" show with Francine Brokaw and Danica McKellar
- Produced three commercials for the cable network advertisers
- Produced 15 segments for the cable network advertisers
- Produced "Let's Talk Tech" with Debbie Dotson, "Tales from the Woods" and "Did You Know?"
- Produced over 45 hours of governance meetings
- Village Television broadcasts over 2,000 minutes of original content each month

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 in November and December.

Date	Attended
Thursday, November 3	15
Thursday, November 10	15
Thursday, December 8	14
Thursday, December 15	10
Total	54

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

Date	Attendance	Director
Wednesday, January 12, 2022	CANCELED	
Friday, February 04, 2022	14	Pacella
Wednesday, March 9, 2022	21	Pacella
Friday, April 1, 2022	13	Pacella
Wednesday, May 11, 2022	20	Pacella
Friday, June 3, 2022	CANCELED	
Wednesday, July 13, 2022	28	Pacella
Friday, August 5, 2022	19	Pacella
Wednesday, September 7, 2022	17	Pacella
Friday, October 7, 2022	CANCELED	
Wednesday, November 9, 2022	25	Pacella
Friday, December 2, 2022	CANCELED	
	157	

Third Mutual

Date	Attendance	Director
Friday, January 21, 2022	12	Jarrett
Wednesday, February 16, 2022	10	Rane-Szostak
Friday, March 18, 2022	17	Mutchnick
Wednesday, April 20, 2022	15	McCary
Friday, May 20, 2022	9	Rane-Szostak
Wednesday, June 15, 2022	8	Laws
Friday, July 15, 2022	CANCELED	
Wednesday, August 17, 2022	29	McCary
Friday, September 16, 2022	18	Rane-Szostak
Wednesday, October 19, 2022	18	Laws
Friday, November 18, 2022	12	McCary
Wednesday, December 21, 2022	14	Rane-Szostak
	162	

FINANCIAL ANALYSIS

None

Prepared By: Susan McCracken, Media and Communications Associate

Reviewed By: Eileen Paulin, Director of Media and Communications
Ellyce Rothrock, Supervisor of Media and Communications
Paul Ortiz, General Manager of Broadband Services

Workflow Report, November 2022

Village Television	Media and Communications
Orange County Fire Authority in production	Worked on January/February Village Breeze
"This Day" live six days a week with two rebroadcasts	October/November Employee newsletter
CEO/GM Siobhan Foster on air weekly	11/3 docent tour
Trading Post on air Monday, Wednesday	11/10 docent tour
Message boards updated daily	11/3 Globe press releases
Movies Mondays, Fridays, Saturdays	11/10 Globe press releases
TV6 guide, movies/meetings schedule	11/17 Globe press releases
Special daily exercise classes for residents	11/24 Globe press releases
Produced City Council meetings for the City	11/4 Friday email blast
Produced new "Social Security in Action" show	11/10 Veterans Day email blast
Produced "Beyond the Red Carpet" show	11/18 Friday email blast
Produced two commercials for cable advertisers	11/23 Thanksgiving holiday email blast
Produced seven segments for cable advertisers	Docent lunch meeting
Produced "Let's Talk Tech" with Debbie Dotson	Email subscriber list maintenance
Produced "Tales From the Woods" show	Mail Village Breeze to residents nondelivered
Produced "Did You Know?" show	MACC activities report, agenda, minutes
Produced over 25 hours of governance meetings	Website Ad Hoc Committee meeting
Broadcasted over 2,000 minutes of original content	Broadband Ad Hoc Committee meetings
Recreation	Proofing weekly board/committee meeting schedule
Garden Center newsletter	Regular Facebook posting
AARP class flyer	Board Relations
Santa Paws at Equestrian Center flyer	GRF end-of-year PowerPoint presentation
Golf gift certificate design	United, Third financial information envelope design
Zumba gold flyer	Meeting with United, Third board presidents
New Year's Eve event flyers	Four Third Mutual email blasts
Christmas Buffet flyers	All-boards director handbook and training
Tree lighting flyers	TV6 PowerPoint decks for board directors
Golf operating rules	11/9 United new resident orientation
Veterans Day program	11/18 Third new resident orientation
2023 sponsorship packet	Posted GRF, Third, United litigation letters, reports
Swimming pool email blasts and signage	VMS PowerPoint presentation for United Board
Fitness Center signage	VMS PowerPoint presentation for Third Board
Tennis courts signage	VMS PowerPoint presentation for GRF Board
Recreation webpage updates	CEO Updates: GRF, Third, United
Landscaping Services	CEO correspondence
Weekly Landscape Maintenance Schedules	CEO TV6 PowerPoint decks
General Services	Webmaster
Easy Rider tutorial document	Posted club events
Organics recycling email blast	Updated club website information, trained webmasters
Information Services	Posted 77 items to the website
Posted monthly real estate sales reports	Maintenance & Construction
Human Resources	Mutual Consent Processing Map
"Bright Ideas" flyer	Updated M&C website landing page
Santa Paws at Equestrian Center flyer	Proofed various letters

Workflow Report, December 2022

Village Television	Media and Communications
Orange County Fire Authority in production	Website project management
"This Day" live six days a week with two rebroadcasts	2023 Laguna Woods Art Association exhibition tasking
CEO/GM Foster or VMS directors on air weekly	Worked on January/February Village Breeze
Trading Post on air Monday, Wednesday	12/8 docent tour
Message boards updated daily	12/15 docent tour
Movies Mondays, Fridays, Saturdays	12/1 Globe press releases
TV6 guide, movies/meetings schedule	12/8 Globe press releases
Special daily exercise classes for residents	12/15 Globe press releases
Produced City Council meetings for the City	12/22 Globe press releases
Produced new "Social Security in Action" show	12/29 Globe press releases
Produced "Beyond the Red Carpet" show	12/2 Friday email blast
Produced one commercial for cable advertisers	12/9 Friday email blast
Produced eight segments for cable advertisers	12/16 Friday email blast
Produced "Let's Talk Tech" with Debbie Dotson	12/22 Friday email blast
Produced "Tales From the Woods" show	12/30 Friday email blast
Produced "Did You Know?" show	Email subscriber list maintenance
Produced over 20 hours of governance meetings	Mail Village Breeze to residents nondelivered
Broadcasted over 2,000 minutes of original content	MACC activities report, agenda, minutes, cancellation
Recreation	Website Ad Hoc Committee meeting
Fall prevention class flyers	Broadband Ad Hoc Committee meetings
Kim Min yoga class flyers	Proofing weekly board/committee meeting schedule
Village bazaar flyers	Regular Facebook posting
January brisket buffet flyers	Board Relations
National championship game flyers	Four Third Mutual email blasts
College championship game flyers	TV6 PowerPoint decks for board directors
Holiday cocktail menu	12/21 Third new resident orientation
ForeUp weekly email messages	CEO volunteer luncheon speech
Fitness Center signage	VMS PowerPoint presentation for United Board
Tennis courts signage	VMS PowerPoint presentation for Third Board
Recreation webpage updates	VMS PowerPoint presentation for GRF Board
Landscaping Services	CEO Updates: GRF, Third, United
Weekly Landscape Maintenance Schedules	CEO correspondence
Webmaster	CEO TV6 PowerPoint decks
Tennis Club website rebuild	Information Services
Updated all boards on the website	Posted monthly real estate sales reports
Posted club events, updated info, trained admin	Maintenance & Construction
Posted 73 items to the website	Proofed various letters

iContact Report, November 2022

Date	Title	Contact	Open	Clicks	No Info	Bounce	Smartphone	Tablet	Computer	Unsubscribe	Complain
11/30/22	From the President of Third: Who You Gonna Call?	4,215	64.46%	0.96%	35.09%	0.45%	22%	7%	72%	1	0
11/29/22	Garden Center 1 Gate Access Code Change	167	78.44%	0.00%	20.96%	0.60%	79%	0%	21%	0	0
11/23/22	Pool Schedule and Maintenance Update	245	68.57%	7.74%	30.61%	0.82%	37%	0%	63%	1	0
11/23/22	Happy Thanksgiving	16,888	51.68%	5.78%	47.81%	0.52%	33%	6%	61%	9	3
11/23/22	Warm Thanksgiving Wishes From VMS CEO Siobhan Foster	321	24.92%	0.00%	75.08%	0.00%	18%	1%	81%	0	0
11/23/22	Employee Newsletter October/November 2022	361	40.72%	59.18%	59.00%	0.28%	10%	1%	89%	0	0
11/21/22	Proposed Garden Center Rental Fee Increase--Clarification	517	75.44%	1.79%	24.18%	0.39%	48%	8%	45%	0	0
11/21/22	Garden Center News and Updates	517	72.34%	8.29%	27.27%	0.39%	35%	3%	62%	0	0
11/18/22	What's Up in the Village	16,897	48.77%	38.61%	50.70%	0.53%	35%	6%	59%	7	1
11/16/22	Pool 5 Is Open!	243	65.84%	0.00%	34.16%	0.00%	33%	5%	62%	0	0
11/16/22	From the President of Third: Seeking Volunteers as Committee Advisors	4,216	63.43%	2.39%	36.24%	0.33%	26%	10%	64%	3	0
11/15/22	Pool 5 Closed Until Further Notice, Pools 1 and 6 Also Closed	243	62.14%	0.00%	37.86%	0.00%	27%	6%	68%	0	0
11/15/22	Pool 5 Closed Until Further Notice	243	68.31%	0.00%	31.28%	0.41%	17%	5%	78%	0	0
11/10/22	What's Up in the Village	16,977	53.94%	24.50%	45.21%	0.85%	29%	7%	64%	10	2
11/09/22	From the President of Third: Why Is There No Contractor List on Our Website?	4,218	66.31%	1.04%	33.38%	0.31%	27%	7%	65%	2	1
11/04/22	What's Up in the Village	16,983	50.61%	38.07%	48.92%	0.47%	32%	6%	62%	5	1
11/03/22	Organics Recycling Bin Has Arrived Adjacent to Gate 13	349	67.34%	0.00%	32.38%	0.29%	8%	1%	90%	0	0
11/02/22	From the President of Third: "Flushable" Wipes Shouldn't Be Flushed	4,225	65.14%	0.98%	34.34%	0.52%	24%	6%	70%	5	1
		Total	Averages							Totals	
		87,825	60.47%	10.52%	39.14%	0.40%	30%	5%	65%	43	9

iContact Report, December 2022

b	Title	Contact	Open	Clicks	No Info	Bounce	Smartphone	Tablet	Computer	Unsubscribe	Complain
12/30/22	What's Up in the Village	16,879	49.04%	41.21%	50.40%	0.56%	36%	6%	58%	10	3
12/28/22	From the President of Third: Share Your Top Priority for the Third Board	4,245	65.21%	0.94%	34.37%	0.42%	22%	11%	67%	4	0
12/22/22	What's Up in the Village	16,892	55.05%	23.74%	44.36%	0.59%	28%	8%	64%	14	3
12/21/22	From the President of Third: An Update on Solar Panels in Third Mutual	4,245	66.10%	0.53%	33.43%	0.47%	27%	6%	67%	0	0
12/16/22	What's Up in the Village	16,899	55.09%	30.10%	44.30%	0.60%	29%	8%	63%	13	5
12/14/22	From the President of Third: When Will Your Manor Be Painted?	4,228	68.07%	20.43%	31.53%	0.40%	28%	6%	65%	0	0
12/09/22	What's Up in the Village	16,879	55.36%	32.04%	44.08%	0.56%	29%	6%	65%	10	5
12/07/22	From the President of Third: Board Position Updates	4,223	64.62%	0.77%	34.98%	0.40%	26%	9%	65%	3	0
12/02/22	What's Up in the Village	16,885	46.63%	44.01%	52.69%	0.68%	32%	6%	62%	9	2
		Total	Averages							Totals	
		101,375	58.35%	21.53%	41.13%	0.52%	29%	7%	64%	63	18

STAFF REPORT

DATE: January 16, 2023
FOR: GRF Media and Communications Committee
SUBJECT: Broadband Services Report

RECOMMENDATION

Receive and file the report.

BACKGROUND

The Broadband Services Division oversees the operations of the community's fiber optic cable network, Village Television, Media Services 55, cable advertising and high-speed internet services.

DISCUSSION

Please see attachment.

FINANCIAL ANALYSIS

None

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

Reviewed By: Ellyce Rothrock, Media and Communications Supervisor

Paul Ortiz, Broadband Services General Manager

Committee Routing: GRF Media and Communications Committee

ATTACHMENT(S)

- i. **Subscriber Counts**
- ii. **2023 Expiring Programming Contracts**

Subscriber Counts, November 2022

Subscriber Counts	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	YOY
Village TV YouTube	2,141	2,170	2,219	2,278	2,310	2,337	3,180	3,183	3,191	3,515	3,734	3,743	3,780	3,793	42.79%
Broadband Services															
DIGITAL Households	6,903	6,902	6,890	6,897	6,877	6,852	6,824	6,800	6,786	6,749	6,726	6,726	6,703	6,692	-3.14%
SERVICE CALLS	292	266	262	295	273	284	267	238	259	244	254	245	241	241	-10.37%
Set-Top Boxes															
HD Standard 062	1,411	1,401	1,402	1,407	1,413	1,419	1,424	1,427	1,423	1,424	1,424	1,421	1,428	1,430	2.03%
DVR's 063	3,723	3,711	3,695	3,692	3,688	3,661	3,640	3,619	3,605	3,573	3,566	3,557	3,543	3,535	-4.98%
HD DTA's 064	1,491	1,493	1,481	1,462	1,444	1,426	1,410	1,396	1,379	1,362	1,338	1,327	1,321	1,306	-14.32%
TiVo MG2 065	619	632	644	666	666	674	675	689	704	714	716	725	729	728	13.19%
TiVo Qi3 067	442	451	460	474	474	478	480	486	497	501	504	509	516	518	12.93%
Cable Card 111	180	180	180	180	179	180	179	179	178	178	179	174	175	176	-2.27%
DTA-Digital to Analog 112	73	72	72	71	71	72	71	71	69	67	67	67	65	65	-10.77%
Premium Movie Channels															
Cinemax	107	106	104	102	98	94	93	93	92	91	89	86	86	86	-23.26%
HBO	724	706	698	688	684	675	670	662	654	647	648	639	631	623	-13.32%
Showtime	353	352	351	345	338	330	335	330	328	325	320	320	310	311	-13.18%
Starz/Encore	239	240	238	233	231	239	237	230	227	218	211	209	209	213	-12.68%
Playboy	17	17	16	16	15	15	15	15	15	15	14	15	16	16	-6.25%
International Pay TV															
TV Asia	2	2	2	1	1	1	1	1	1	1	1	1	1	1	-100.00%
CTI-Zhong Tian	12	12	12	12	12	12	12	12	13	13	13	13	13	13	7.69%
Fillipino Channel	25	25	25	24	23	23	24	25	25	26	27	27	24	23	-8.70%
TV5 Monde	21	19	19	19	19	19	19	20	19	19	17	17	17	17	-11.76%
CCTV4	8	8	8	8	8	7	7	7	7	7	7	7	7	7	-14.29%
TVKorea	11	10	10	9	9	9	9	8	7	8	9	8	7	6	-66.67%
RAI Italia	12	11	12	13	14	12	12	12	12	11	11	11	10	10	-10.00%
TV Japan	60	60	61	60	60	60	60	59	59	59	60	59	58	58	-3.45%
High Speed Internet															
15Mbps/3Mbps	4284	4265	4259	4247	4221	4191	4158	4129	4102	4069	4013	4024	4014	3987	-6.97%
30Mbps/3Mbps	2735	2731	2751	2775	2784	2801	2815	2808	2804	2824	2828	2846	2869	2883	5.27%
50Mbps/5Mbps	1886	1900	1929	1960	1990	1994	2008	2013	2013	2029	2046	2043	2041	2033	6.54%
100Mbps/10Mbps	1716	1748	1789	1825	1851	1865	1880	1897	1920	1946	1967	1983	1999	2015	13.25%
Internet Total	10,621	10,644	10,728	10,807	10,846	10,851	10,861	10,847	10,839	10,868	10,854	10,896	10,923	10,918	2.51%

Subscriber Counts, December 2022

Subscriber Counts	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	YOY
Village TV YouTube	2,219	2,278	2,310	2,337	3,180	3,183	3,191	3,515	3,734	3,743	3,780	3,793	4,300	48.40%
Broadband Services														
DIGITAL Households	6,890	6,897	6,877	6,852	6,824	6,800	6,786	6,749	6,726	6,726	6,703	6,692	6,680	-3.14%
SERVICE CALLS	262	295	273	284	267	238	259	244	254	245	241	185	211	-24.17%
Set-Top Boxes														
HD Standard 062	1,402	1,407	1,413	1,419	1,424	1,427	1,423	1,424	1,424	1,421	1,428	1,430	1,434	2.23%
DVR's 063	3,695	3,692	3,688	3,661	3,640	3,619	3,605	3,573	3,566	3,557	3,543	3,535	3,521	-4.94%
HD DTA's 064	1,481	1,462	1,444	1,426	1,410	1,396	1,379	1,362	1,338	1,327	1,321	1,306	1,296	-14.27%
TiVo MG2 065	644	666	666	674	675	689	704	714	716	725	729	728	735	12.38%
TiVo Qi3 067	460	474	474	478	480	486	497	501	504	509	516	518	524	12.21%
Cable Card 111	180	180	179	180	179	179	178	178	179	174	175	176	177	-1.69%
DTA-Digital to Analog 112	72	71	71	72	71	71	69	67	67	67	65	65	65	-10.77%
Premium Movie Channels														
Cinemax	104	102	98	94	93	93	92	91	89	86	86	86	85	-22.35%
HBO	698	688	684	675	670	662	654	647	648	639	631	623	617	-13.13%
Showtime	351	345	338	330	335	330	328	325	320	320	310	311	310	-13.23%
Starz/Encore	238	233	231	239	237	230	227	218	211	209	209	213	213	-11.74%
Playboy	16	16	15	15	15	15	15	15	14	15	16	16	13	-23.08%
International Pay TV														
TV Asia	2	1	1	1	1	1	1	1	1	1	1	1	1	-100.00%
CTI-Zhong Tian	12	12	12	12	12	12	13	13	13	13	13	13	13	7.69%
Fillipino Channel	25	24	23	23	24	25	25	26	27	27	24	23	23	-8.70%
TV5 Monde	19	19	19	19	19	20	19	19	17	17	17	17	17	-11.76%
CCTV4	8	8	8	7	7	7	7	7	7	7	7	7	7	-14.29%
TVKorea	10	9	9	9	9	8	7	8	9	8	7	6	6	-66.67%
RAI Italia	12	13	14	12	12	12	12	11	11	11	10	10	10	-20.00%
TV Japan	61	60	60	60	60	59	59	59	60	59	58	58	58	-5.17%
High Speed Internet														
15Mbps/3Mbps	4259	4247	4221	4191	4158	4129	4102	4069	4013	4024	4014	3987	3975	-7.14%
30Mbps/3Mbps	2751	2775	2784	2801	2815	2808	2804	2824	2828	2846	2869	2883	2890	4.81%
50Mbps/5Mbps	1929	1960	1990	1994	2008	2013	2013	2029	2046	2043	2041	2033	2048	5.81%
100Mbps/10Mbps	1789	1825	1851	1865	1880	1897	1920	1946	1967	1983	1999	2015	2039	12.26%
Internet Total	10,728	10,807	10,846	10,851	10,861	10,847	10,839	10,868	10,854	10,896	10,923	10,918	10,952	2.05%

STAFF REPORT

DATE: January 16, 2023
FOR: Media and Communications Committee
SUBJECT: Expiring Programming Contracts in 2023

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 networks, which are negotiated by VMS staff and presented to the GRF for final approval per Resolution 90-21-22.

DISCUSSION

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

Contract	Parent Co.	Network	Term Expires
NCTC	C-SPAN	C-SPAN	3/31/2023
NCTC	C-SPAN	C-SPAN 2	3/31/2023
NCTC	C-SPAN	C-SPAN 3	3/31/2023
NCTC	Turner Net	CNN	4/30/2023
NCTC	Turner Net	CNN International	4/30/2023
NCTC	Turner Net	Headline News	4/30/2023
NCTC	Turner Net	TBS	4/30/2023
NCTC	Turner Net	Turner Classic Movies	4/30/2023
NCTC	Turner Net	Turner Network TV (TNT)	4/30/2023
NCTC	Turner Net	TRU TV	4/30/2023
NCTC	STINGRAY	Stingray Music Channels	6/30/2023
NCTC	FOX Cable	Fox Sports 1	12/1/2023
NCTC	FOX Cable	Fox Sports 2	12/1/2023
NCTC	FOX Cable	Fox Business Network	12/1/2023
NCTC	FOX Cable	Fox News Channel	12/1/2023
Independent	ViacomCBS	CBS	12/15/2023
Independent	ViacomCBS	CBS - KCAL TV	12/15/2023
Independent	ViacomCBS	CBS Sports Network	12/15/2023
Independent	ViacomCBS	Smithsonian	12/15/2023
Independent	BLOOM	Bloomberg	12/31/2023
NCTC	SCS	Stadium College Sports	12/31/2023
NCTC	TC	Tennis Channel	12/31/2023
NCTC	Cowboy	The Cowboy Channel	12/31/2023

FINANCIAL ANALYSIS

The annual rates are projected to increase between 4% and 15%.

Prepared By: Paul Ortiz

Reviewed By: Ellyce Rothrock, Media and Communications Supervisor

Committee Routing: Media & Communication Committee