



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

**Tuesday, February 22, 2022 – 9:30 a.m.
Virtual Meeting**

REPORT

Members Present: Chair Joan Milliman; Directors Deborah Dotson, Juanita Skillman, James Cook, Annie McCary, Neda Ardani, Maggie Blackwell; Advisors Tom Nash, Lucy Parker; Alternate Lynn Jarrett

Members Absent: Director Ryna Rothberg; Advisors Theresa Frost, Carmen Pacella

Others Present: Elsie Addington, Bunny Carpenter, Richard Rader

Staff Present: Eileen Paulin, Paul Ortiz, Ellyce Rothrock, Susan Logan-McCracken

1. Call to Order

Meeting was called to order at 9:30 a.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 January 17, 2022

Approved by unanimous consent.

5. Chair's Remarks

Chair Milliman thanked the Media and Communications committee and staff for their efforts in disseminating accurate information via every media platform available.

6. Member Comments

None.

Items for Discussion

7. Media and Communications Report – Ellyce Rothrock

Highlights from the Media and Communications report include:

- In January, the Media and Communications department tracked 71 projects
- The February/March 2022 Village Breeze is out and the center spread features in this issue a CR&R informational chart, which residents can pull out and reference
- Other regular publications included four editions of “What’s Up in the Village,” weekly press releases sent to the Laguna Woods Globe, a Garden Center newsletter
- Key messaging included concerts at the Performing Arts Center, organics recycling and COVID updates, extension of tennis court hours, where residents can go if their cable is down and more
- Communications support provided for the other departments
- Tasking completed by Village Television
- Docent tours were placed on temporary hiatus due to COVID concerns; Thursday tours will resume March 3 and staff is seeking additional volunteers
- New resident orientations were also held virtually but will restart in person in March
- Phenomenal open rates for electronic publications

Chair Milliman asked where we are publicizing the need for docents and Ms. Rothrock stated we published this in the “What’s Up in the Village” email blast and the Laguna Woods Globe, and that we will publish it in the next Village Breeze.

Advisor Parker asked whether we reach out to the retirement media beyond the Village. Ms. Paulin mentioned the local press and the website.

Director Dotson asked how many docents we need to have. Further questions were asked and a discussion ensued in the New Business portion of the meeting.

Director Blackwell expressed reticence about advertising the website publicly without requiring visitors to sign in to access certain parts of it.

8. Broadband Services Report – Paul Ortiz

Highlights from the Broadband Services report include:

- 2021 cable operation year-end report
- 2021 Broadband Services operation year-end report
- Broadband subscriber count report
- Premium movie channels and consolidation of channels to West Coast feed
- One expiring contract: The Weather Channel, which expires Feb. 28, is in negotiations with NCTC
- Programming contracts forecast report
- Internet subscribers year-end report
- Village Television celebrating Black History Month by providing acclaimed movies

Mr. Ortiz mentioned that the Compliance Division asks Broadband Services to turn off subscribers’ television services for noncompliance. When residents resume compliance, Broadband is notified to turn television services back on, which involves a trip to the resident’s manor and a cost to the division. Director Carpenter suggested meeting with Compliance and the other boards to draft a resolution for a turn-on fee. A discussion ensued and a resolution will be forthcoming.

Director Carpenter asked for confirmation that The Weather Channel is not going away; it's in negotiations with NCTC. She also asked for confirmation about a resolution with NCTC and Broadband Services that if they increase up to 5%, they do not need to go to the board for approval. Mr. Ortiz confirmed both statements.

Director Blackwell mentioned she can't locate mutual updates on the printed schedule of programs, on the Village Television guide or the website. Mr. Ortiz answered that there haven't been any United Mutual updates to share right now, but once there are, they will be shared via Village Television and the TV6 YouTube channel. Discussion ensued.

New Business

Community Survey – Ellyce Rothrock

Ms. Rothrock reported that during a meeting with all mutual presidents, the decision was made that this is not the best time to put forth a general community satisfaction survey, so it is on hold until we hear back from the presidents that they want to revisit this topic.

Director Dotson stated the need for a separate survey for information for the Strategic Planning Committee and stated that the Strategic Planning Committee will generate questions at a March 7 meeting. Media and Communications will assist with pushing out that survey.

The Broadband Group Update – Eileen Paulin

Ms. Paulin stated she will schedule a Broadband Ad Hoc Committee meeting after a discussion with The Broadband Group (TBG) tomorrow on the franchise tax fees.

Website Action Plan – Ellyce Rothrock

Ms. Rothrock stated that the first ad hoc committee meeting will be scheduled for next week to select a vendor. That committee includes Debbie Dotson, Annie McCary, Diane Phelps, Norm Kahn, Elsie Addington, Jim Hopkins, Lynn Jarrett, Lucy Parker and Joan Milliman. Ms. Paulin stated that Chuck Holland will join this meeting as well. Discussion ensued. A meeting invitation will be forthcoming.

Docent Recruitment and Training – Ellyce Rothrock

The program resumes March 3 on Thursdays. Ms. Rothrock discussed docent recruitment. We currently have six docents and need at least eight or nine to cover for Saturdays, vacations and emergencies. After publicizing, we received expressed interest from 10 people and three applications. Interviews with a panel are forthcoming as soon as possible. Training will include shadowing experienced docents and bus tours, discussing the accepted script and reviewing all the details necessary to run a successful docent tour.

Director Carpenter stressed the importance of the Saturday docent tours for resales. She suggested giving the docents incentives to conduct Saturday tours.

Ms. Rothrock stated the Transportation department is ready to do Saturday tours and Dorothy Pacella agreed to host one Saturday per month. She welcomed ideas for incentives and discussion ensued.

Director Carpenter recommended tickets to a show at the Performing Arts Center.

Chair Milliman pointed out that Saturdays are difficult because not everything is open and added that the Saturday tour guide needs to be an experienced docent. Director Skillman concurred that getting Saturday volunteers in the library is a challenge.

Items for Future Agendas

None.

Concluding Business

Committee Member Comments

Advisor Parker commended the meeting. She stated that she is hearing comments from residents about fewer services at increased expense.

Director Addington thanked Advisor Parker for bringing up the above point and mentioned numerous articles in the Village Breeze, "What's Up in the Village" email blast and in the Globe as well as discussions on Village Television that have addressed this topic and discussion ensued.

Director Dotson concurred and recalled an article in the Village Breeze that discussed the topic.

Director Blackwell mentioned the savings on fencing from last year's budget was applied to this year's budget as an illustration of where cost savings go. She commended the meeting.

Director Jarrett mentioned that DwellingLive shows a small font on iPhone view.

Director Dotson mentioned a newer version that looks completely different. She also mentioned her DwellingLive segment on her Village Television show.

Director Carpenter commended the meeting.

Ms. Paulin discussed the continued need for repetition in media and communications.

Chair Milliman suggested compiling links of these hot topics and discussion ensued.

Director Skillman said to think about the people who do not have website access or don't know how to use it.

Director Addington stated that everyone in the Village gets the Village Breeze.

Date of Next Meeting – Monday, March 21, 2022, at 1:30 p.m.

Adjournment

Chair Milliman adjourned the meeting at 10:49 a.m.

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