



**OPEN MEETING**

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

**Wednesday, February 22, 2023 – 1:30 p.m.  
Board Room / Virtual Hybrid Meeting**

**REPORT**

**Members Present:** Chair Joan Milliman; Directors Elsie Addington, Margaret Bennett, James Cook, Cris Prince; Alternates Deborah Dotson, Advisors Catherine Brians, Tom Nash, Carmen Pacella, Lucy Parker

**Members Absent:** Directors Maggie Blackwell (excused), Anthony Liberatore (excused); Advisor Theresa Frost (excused)

**Others Present:** Alison Bok, Diane Casey, Cush Bhada, Bunny Carpenter, S.K. Park, Cynthia Rupert, Mary Simon, Juanita Skillman

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

**1. Call to Order**

The meeting was called to order at 1:30 p.m. and a quorum was established by Chair Milliman. Director Casey served as an alternate for Director Blackwell; Director Bok served as an alternate for Director Liberatore.

**2. Acknowledgement of Media**

None present.

**3. Approval of Agenda**

Approved by unanimous consent.

**4. Approval of Report for January 16, 2023**

Approved by unanimous consent.

**5. Chair's Remarks**

Chair Milliman welcomed committee members, directors present who served as alternates and those present in person and via Zoom. She commended staff for all the work accomplished each month.

## **6. Member Comments**

There were no member comments.

## **Items for Discussion**

## **7. Media and Communications Report – Ellyce Rothrock**

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

- Trello tracked 76 separate projects.
- Staff added 376 new email address to the subscriber list in iContact.
- Staff posted 105 items to the website.
- Regular publications included the January/February Village Breeze, four editions of “What’s Up in the Village” email blast, press releases to the Globe each week, as well as email blasts for Third Mutual, Garden Centers, Community Services Real Estate Forum and Trash Services

She discussed the Laguna Woods Art Association exhibit on display in the Community Center first and third floors. This year staff placed 150 pieces of art from Art Association members.

Ms. Rothrock highlighted messaging staff completed for other departments, including:

- Satellite maintenance for Broadband Services
- Tony Orlando concert for the Department of Recreation and Special Events
- Rental and fee invoices for the Department of Finance
- Gate 12 information for the Department of Security Services
- Special meetings for the Department of Landscaping Services

Chair Milliman highlighted from the report that the Media and Communications staff reviewed and ranked potential website provider proposals.

## **8. Broadband Ad Hoc Committee Report – Paul Ortiz**

Mr. Ortiz reported that the committee examined the first of three potential scenarios for the future of Broadband Services. The committee examined the first “Status Quo” scenario at the January 24 meeting and concluded that this scenario is not a feasible option. The committee will examine the second “Owner and Operator” scenario at the February 28 meeting. The committee will examine the third “Conduit Lease” scenario at the March 28 meeting.

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

Ms. Rothrock discussed the last meeting on February 8 at which committee members discussed proposals for three potential vendors. One vendor was removed from consideration. The two remaining vendors will demonstrate their vision for the new website at the March 1 meeting. The committee will then meet to select the final vendor and move to the discovery phase of the website redesign.

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

Mr. Ortiz highlighted from an updated subscriber report:

- Broadband Services made 239 service calls in January.
- Village Television's YouTube channel saw a 47% year-over-year increase in January.
- Set-top box rentals continue to decrease.
- Internet subscribers continue to increase.
- Internet subscribers are choosing higher speeds.

Advisor Briens asked if she would see faster internet speed on March 1. Mr. Ortiz confirmed that all the speeds will nearly double, which should be noticeable. Discussion ensued.

Director Addington asked about equipment outages. Mr. Ortiz recommended asking neighbors if they're experiencing something similar, to make troubleshooting and pinpointing the outage faster. Discussion ensued.

Director Bhada asked if residents should replace modems to accommodate the faster internet speeds. Mr. Ortiz stated that the highest 500 Mbps speed will require a 3.1 DOCSIS (data over cable service interface specification) modem, but for all the other speeds a 3.0 DOCSIS modem works. Discussion ensued.

Chair Milliman stated one advantage of streaming is the user does not need to record the program, because it will be available on demand. Mr. Ortiz added that streaming services refer to this cache as a library.

### **Items for Future Agendas**

Report on the focus groups

### **Concluding Business**

#### **Committee Member Comments**

Director Bok commented that Broadband is a fabulous bargain. She inquired about acquiring video of a "60 Minutes" segment featuring Laguna Woods Village with Leslie Stahl that she had seen several years ago. Mr. Ortiz stated that CBS or "60 Minutes" would own the copyright to that. A discussion ensued.

Director Addington discussed the Aquadettes' appearance on "The World According to Jeff Goldblum" series. She asked where she could find Transportation information that used to appear in the Village Breeze. Ms. Rothrock said she would look into adding it again in future issues and that the information also is available on the website and in the Community Center literature rack or Concierge.

Director Casey commented that she is grateful for the opportunity to serve on the

Broadband Ad Hoc Committee, from which she has learned about the industry.

Advisor Pacella commented that friends in the community are raving about the new internet speeds at a relatively low cost. The community appreciates all the hard work.

Advisor Brians discussed how amazing, unusual and rare the Village Broadband infrastructure is. She also commented on the Village's strong sense of community.

Advisor Parker commended the department's work and the meeting reports. She suggested creating a designated space on the website for national coverage such as the "60 Minutes" segment or the "90+ Study" with UCI.

Director Cook reported that the ad hoc committees are working to solve the problems that the Village will face in the future.

Advisor Nash discussed searching for internet speeds on West Coast Internet's website.

Director Simon commended the "What's Up in the Village" email blast, the Village Breeze magazine and the staff for doing a wonderful job.

Ms. Rothrock stated she is happy and honored to work with the staff and department. She discussed looking into the national publicity the Village has received.

Mr. Ortiz discussed a 1970s segment on the Village by then KABC reporter Regis Philbin and other archived clips we might find for a compilation of publicity. Director Skillman mentioned Huell Howser. Discussion ensued.

Ms. McCracken discussed linking to any Village publicity we can find in the public domain, building a designated place on the Village website for publicity and asking for links back to our website.

**Date of Next Meeting – Monday, March 20, 2023, at 1:30 p.m.**

### **Recess/Adjournment**

Chair Milliman recessed to the closed meeting at 2:32 p.m. The closed meeting to discuss a contractual matter adjourned at 2:52 p.m.

  
Joan Milliman, Chair  
Media and Communications Committee