



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

**Monday, May 16, 2022 – 1:30 p.m.  
Board Room / Virtual Hybrid Meeting**

**Members Present:** Chair Joan Milliman; Directors Neda Ardani, Maggie Blackwell, James Cook, Annie McCary, Ryna Rothberg, Juanita Skillman; Advisors Theresa Frost, Tom Nash, Carmen Pacella, Lucy Parker

**Members Absent:** None

**Others Present:** Elsie Addington, Bunny Carpenter, Egon Garthoffner, Norman Kahn, Richard Rader, Doug Rook

**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 April 18, 2022**

Approved by unanimous consent.

**5. Chair's Remarks**

Chair Milliman gave the floor to Ms. Paulin to discuss the staff response to the Geneva Presbyterian Church shooting incident that occurred on Sunday.

Ms. Paulin discussed the staff's response to the event and expressed condolences to everyone touched by it. She highlighted the importance of everyone in the Village signing up for the CodeRED emergency notification system, as this is the means by which urgent messages are deployed in an emergency, as they were twice on Sunday. She also mentioned Social Services will continue to be available for any counseling needs related to this incident. A discussion ensued.

**6. Member Comments**

Ms. Rothrock read one written comment about the loud volume of television commercials. Mr. Ortiz said a technician would come to his residence to investigate the cause and fix the issue. For residents with similar issues, Broadband Services technicians can remedy.

## **Items for Discussion**

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

Ms. Paulin stated the Village survey, mailings and signage were all cut from next year's Media and Communications budget. She highlighted from the Media and Communications activities report:

- Traffic on info@lagunawoodsvillage.com email
- The latest Village Breeze
- Strong open rates on email blasts
- Recreation events, including Wellness Expo, Renaissance Faire and more
- Social Services programs
- New Equestrian Center horses Seby and Gus
- New resident orientations and docent tours

She commended the TV studio for quickly changing its programming this morning in light of yesterday's incident.

New docent training starts tomorrow. Director Rothberg asked if docent tour participants include residents from the Towers. Ms. Rothrock answered surveys are offered afterward, but that information is not available before the tour.

Director McCary thanked staff for the TV6 slides when presenting board updates.

Director Cook asked what our limitations are with regard to transitioning from cable programming to streaming and about fiber optics to the street. Mr. Ortiz answered that residents currently have fiber to the curb, but the hope is to further that to the home. The oldest components in the current cable system go back to the 1999 rebuild.

Director Blackwell discussed ads other than MemorialCare in the Village Breeze. Ms. Paulin stated the magazine won't accept ads from a competitor, but other categories are accepted, and a discussion ensued.

### **8. The Broadband Group Report – Eileen Paulin**

Ms. Paulin stated that since Broadband Services, Village Television, Media 55 and Internet moved under Media and Communications, Mr. Ortiz has cut costs significantly since his promotion to Broadband Services General Manager in May 2021. That includes significant savings in closed captioning of around \$30,000 a year, reduced franchise tax fees, the acquisition of a studio news desk for substantially less than was budgeted and cutting adult programming that had few subscribers. She stated cable and internet industries are going through significant changes, programming fees are increasing and major advertising is moving away from television toward internet streaming.

She stated the CEO will join the call with The Broadband Group next week. The ad hoc committee will meet in June.

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

Ms. Rothrock stated she received the approved roster at the last GRF board meeting. She read the names of the committee, restated the mission and discussed critical areas of the website that require attention, including site navigation, search function for site content and governing documents, document management, single sign-on, resident portal, interface with Granicus and TeamUp applications, contact forms and club websites.

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

Mr. Ortiz reported on the first quarter financials for the Broadband Services Division, which oversees the community's fiber-optic cable network, Village Television, Media Services 55, cable advertising and high-speed internet services. Highlights from his report include:

- The cable television network finished the first quarter better than budget because operating costs were lowered more than expected.
- Broadband Services accounts for 42% of GRF's non-assessment revenue.
- Programming costs per manor per month are forecasted to increase each year.
- Premium movie channel subscriptions are decreasing while high-speed internet services are increasing as more people move to streaming.
- Monday, Friday and Saturday movies remain popular; Village Television aired "Cyrano" May 2 after receiving requests.
- April saw the highest jump in Village Television subscriber counts from 2,337 in March to 3,180 in April.
- Village Television's YouTube channel received 67,500 views for "Beyond the Red Carpet With Francine Brokaw" and 35,000 views for an interview with Lady Colin Campbell.
- Internet prices have not increased since 2014.
- Non-assessment revenue for first quarter equaled \$468,295.

Mr. Ortiz announced that Village Television will feature its own foreign film festival in June, an idea requested by Director Kahn.

Director McCary asked about the franchise tax fees ending first quarter at "0% percent better" as reported in the cable television network operation report. Mr. Ortiz stated the franchise tax fees are right on budget. A discussion ensued.

Director Addington asked about the \$64.99 fee for YouTube and Mr. Ortiz answered that it's a per-month fee. A discussion ensued about the Lady Colin Campbell interview on Village Television.

Director Skillman thanked Director Kahn for the foreign film festival idea and stated she has received positive feedback from Village residents on this upcoming programming.

### **Items for Future Agendas**

Chair Milliman stated the items listed would likely be on next month's agenda.

### **Concluding Business**

#### **Committee Member Comments**

Advisor Nash commended the meeting and stated he was encouraged to see the direction we're going.

Advisor Frost apologized for being late; a work meeting ran late. She asked how to get Village Television once we switch to streaming. Mr. Ortiz discussed possibilities, adding that it would be a slow transition.

Director Ardani commended the meeting.

Advisor Parker stated she was impressed with the staff response to yesterday's emergency.

Advisor Pacella commended the Media and Communications staff for the amount and quality of work they accomplished, especially jumping into action with the incident over the weekend.

Director Rothberg stated the meeting was very informative.

Director Blackwell stated she was happy to be here and to learn so much.

Director Skillman thanked the staff for their work, which is demonstrated in the pages of today's meeting agenda packet.

Director McCary echoed Advisor Parker's and Advisor Pacella's comments about the great job this team does.

Ms. Paulin discussed objectives for the Broadband and website ad hoc committees over the next few months.

Ms. Rothrock stated it was great to see everyone and encouraged all to stay safe.

Mr. Ortiz stated the member who commented about loud television commercials will have a technician at his home on Thursday.

Ms. McCracken thanked everyone for participating in the meeting.

Chair Milliman thanked the staff for the work they do, adding that feeling informed makes us feel safe; people tend to panic when they don't know what's going on.

**Date of Next Meeting – Monday, June 20, 2022, at 1:30 p.m.**

**Adjournment**

Chair Milliman adjourned the meeting at 2:55 p.m.

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