



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

**Monday, July 18, 2022 – 1:30 p.m.
Board Room / Virtual Hybrid Meeting**

REPORT

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

Members Absent: Director Ryna Rothberg

Others Present: Elsie Addington, Egon Garthoffner

Staff Present: Eileen Paulin, Elizabeth Cortez

1. Call to Order

Meeting was called to order at 1:32 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 June 20, 2022

Approved by unanimous consent.

5. Chair's Remarks

Chair Milliman welcomed everyone in attendance.

6. Member Comments

Ms. Mary Wall asked the difference between Broadband Services and Channel 6, and about franchise tax fees. Ms. Paulin answered that Channel 6 is our community television channel and Broadband Services includes the cable and internet system and infrastructure. Ms. Paulin confirmed that we do pay a franchise tax fee. A discussion ensued.

Mr. Larry Irion asked about adding a sports channel so residents can watch baseball. Chair Milliman discussed streaming services. A discussion ensued.

Items for Discussion

7. Media and Communications Report – Eileen Paulin

Ms. Paulin discussed media and communications messaging regarding:

- The June/July 2022 Village Breeze

- Club, Fourth of July and Equestrian Center events
- Water use and her visit to El Toro Water District
- Organic waste recycling and clipping pickup service
- New resident orientations and docent tours

8. Website Ad Hoc Committee – Eileen Paulin

Ms. Paulin stated that the Website Ad Hoc Committee met on July 6 with the goal to finalize and send out an RFP. The department is receiving feedback from VMS employees who were surveyed about the website and meeting the needs of end users. The feedback will be shared at the August 10 meeting.

9. Broadband Services Report – Eileen Paulin

Ms. Paulin reported on

- Subscriber counts
- Meeting attendance
- Programming fees

The Broadband Group will give a final report including budget. Director McCary asked about service disruptions to which Ms. Paulin stated there would not be service disruptions.

Director Cook stated the trend of higher internet speeds suggests that the transition to streaming might be occurring on its own. Ms. Paulin stated the next step is to get the fiber from the vault to the unit. A discussion ensued.

Ms. Paulin mentioned she will play the recording of the meeting with The Broadband Group for the Broadband Ad Hoc Committee as it is a good overview of the trends and technology.

Advisor Parker asked about the Village Television YouTube Channel, which can be found at <https://www.youtube.com/c/VillageTelevision> and is not the same as YouTube TV, a paid service. The Village Television YouTube Channel is free and shows aired programs on demand.

Director Skillman mentioned residents are having technical difficulties with CBS, but she is able to get the programming through streaming service. Ms. Paulin stated this is an issue with CBS, which is working on the problem.

Items for Future Agendas

None discussed.

Concluding Business

Committee Member Comments

Advisor Pacella stated the meeting was informative and he looks forward to The Broadband Group report.

Director Ardani and Advisor Frost commended the meeting.

Director Parker mentioned the CBS technical issue and that it's a relief to know it's not a problem with her TiVo.

Advisor Jarrett mentioned she is surprised to see on the iContact Report that people unsubscribe from the "What's Up in the Village" email blast. Ms. Paulin mentioned that most are people who move away and realtors.

Director Blackwell stated she sent in two articles to the Village Breeze and they came back to her transformed in print as phenomenal articles with more information than she put in. Great job! It looked like there were many hands working on this.

Director Skillman mentioned realtors who come to the library and pick up copies of the Village Breeze

to give out to prospective residents. She also hands out a library brochure. The Globe gives the library 10 extra copies of each edition. The editions are available for free after one week.

Ms. Paulin mentioned the Third Communications Committee had a good meeting last week.

Chair Milliman thanked everyone and stated the Broadband Ad Hoc Committee and Website Ad Hoc Committee meetings are coming up soon.

Date of Next Meeting – Monday, August 15, 2022, at 1:30 p.m.

Adjournment

Chair Milliman adjourned the meeting at 2:22 p.m.

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