



OPEN MEETING
THE GOLDEN RAIN FOUNDATION
MEDIA AND COMMUNICATIONS COMMITTEE
Monday, July 19, 2021, at 1:30 p.m.
Laguna Woods Village Community Center
Virtual Meeting
24351 El Toro Road, Laguna Woods, CA 92637

REPORT

MEMBERS PRESENT: Chair Joan Milliman; Directors Elsie Addington, Neda Ardani, Maggie Blackwell, Lynn Jarrett, Annie McCary and Ryna Rothberg; Advisors Tom Nash, Carmen Pacella, Lucy Parker and Juanita Skillman; Alternates Bunny Carpenter and Deborah Dotson

MEMBERS ABSENT: Advisor Theresa Frost

OTHERS PRESENT: James Hopkins and Egon Garthoffner

STAFF PRESENT: Eileen Paulin, Paul Ortiz, Ellyce Rothrock and Susan Logan-McCracken

1. **Call to Order**
Meeting was called to order at 1:30 p.m. and a quorum established by Chair Milliman.
2. **Acknowledgement of Media**
None present.
3. **Approval of the Agenda**
Day change from Tuesday to Monday; approved with correction by unanimous consent.
4. **Approval of Meeting Report from April 19, 2021**
Approved by unanimous consent.
5. **Chair's Remarks**
Did not get recorded.

6. Member Comments (Items Not on the Agenda)

Herbert Kim inquired about premium sports channels like Fox Sports Network West and why they are not offered in the Village.

7. Director and Staff Responses to Member Comments

Ms. Paulin explained the decision of the GRF Board after much consideration to cancel the programming due to costs. Reports from the meetings are posted on the website. For further inquiries, email info@lagunawoodsvillage.com.

Before the report, Ms. Paulin discussed staff's motivation of making life in the Village as pleasant as possible. This was the motivation behind the accomplishments launching the magazine, TV6 programming, Ayers hotel media crisis communication and the Village vaccination program. She mentioned the importance of kindness as the Thrive Project's theme. She reminded committee members, that as communicators, we need to point people to where they can get the right information.

Chair Milliman reiterated the importance of kindness and to point people in the right direction other than social media for accurate information.

REPORTS:

8. Media and Communications Report – Eileen Paulin

Ms. Paulin discussed that the website—which contains a wealth of information, but is difficult to research—is in the budget for a revamp next year. As soon as the budget is approved, focus groups will be conducted to receive input on the website. Anticipate sometime in October.

Ms. Paulin also noted that the department produced much new signage because of amenities and facilities reopening, adding that if we have to go back to masking, more signage will need to be produced or revised.

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

- The June/July Village Breeze is out
- Weekly What's up in the Village email blasts
- Weekly press releases sent to Globe
- Bi-weekly Manor Alterations newsletters
- May/June employee newsletter went out
- Fourth of July Golf Cart Parade promotions
- GRF program to recruit board members promotions

Ms. Paulin stated that docent tours will resume and new resident orientations will go live in August.

Advisor Skillman inquired about the Globe and a discussion ensued.

Director McCary inquired about tracking TV6 viewership and a discussion ensued.

9. Broadband Update – Paul Ortiz

Mr. Ortiz commended the cable technicians and Broadband services staff for doing an incredible job.

Mr. Ortiz highlighted from the Broadband Services Staff Report:

- 2021 cable operation report
- 2021 Broadband Services operation report
- Expiring programming contracts
- Pay subscription report
- Broadband Services fee report
- Broadband subscriber count report
- Village Television report
- Internet
- Programming legislation report

Chair Milliman inquired about alternatives to smart TVs, and a discussion ensued on set top boxes, remotes and other devices.

Director McCary inquired about Showtime's automatic renewal from the pay subscription report, and a discussion ensued.

The report stated that GRF has 379 Showtime subscribers and pays higher than the retail rate for the subscription. GRF can raise the monthly price to cover the Showtime programming fee, migrate current subscribers to Showtime Anytime or operate the Showtime offer at a loss each month.

Mr. Ortiz recommended a 10% increase to cover the 4.25% increases for this year and next year. That would allow a year and a half to educate those subscribers about smart TVs or devices that enable older TVs to get streaming services.

Chair Milliman said she would entertain a motion.

Director Jarrett made a motion to recommend to GRF to renew Showtime and to raise the rate by 10%.

Director Rothberg seconded the motion and a discussion ensued.

Director Skillman asked whether the motion should include all pay TV subscriber fees.

Mr. Ortiz stated that Showtime is one of two services that the community is losing money on each month.

The motion to make this recommendation to GRF passed by a vote of 5 to 1.

Mr. Ortiz brought to the committee's attention that GRF is paying \$100 each month for 10 subscribers to watch adult services. GRF is losing money every month to provide this service and would need to raise the rate from \$9 to \$23 per event to recoup that programming cost. He asked whether we should raise the rate or stop offering adult paid services.

A discussion ensued about the programming cost, low number of subscribers and the availability of this type of content on the internet and elsewhere.

Director Rothberg made a motion to recommend to GRF to discontinue adult programming due to cost, low number of subscriptions and availability of content elsewhere.

Director Jarrett seconded the motion and a discussion ensued.

The motion to make this recommendation to GRF passed by unanimous consent.

Mr. Ortiz recommended 5% fee increases for Broadband services as costs have increased and we haven't increased our rates in years. Discussion ensued as to which committee should propose.

GRF Treasurer James Hopkins stated that the Media and Communications Committee should propose these fee increases to the Finance Committee.

Director Rothberg made a motion that the Broadband Services fee increases for 2022 be sent to the Finance Committee for their endorsement and recommendation to the GRF board.

Director McCary seconded the motion.

The motion passed by unanimous consent.

Mr. Ortiz reported that subscriber counts and pay services are trending down, while TiVo products and internet services are increasing.

Mr. Ortiz announced the premier broadcast of the Trading Post program with Advisor Skillman on Village Television. He reported that the YouTube channel has almost 2,000 subscribers.

Mr. Ortiz reported on a meeting with West Coast Internet and further discussion ensued on internet speeds and the infrastructure in place to support them.

ITEMS FOR DISCUSSION AND CONSIDERATION:

10. The Broadband Group Contract

Ms. Paulin reported on The Broadband Group (TBG) contract, stating that the money is already in the budget, and that their analyses would increase revenue and reduce costs without negative impact. She also highlighted the need for short- and long-term strategies from TBG on how GRF should spend its resources on cable and internet in the Village.

Discussion ensued on the potential return on investment and savings in franchise tax fees.

Director McCary made a motion to recommend that GRF approve The Broadband Group contract for \$120,000.

Director Jarrett seconded the motion.

The motion passed by unanimous consent.

ITEMS FOR FUTURE AGENDAS:

- 11. Focus groups for website**
- 12. Review and revise the Village website usage policy**

CONCLUDING BUSINESS:

13. Committee Member Comments

Advisor Pacella signaled his commendation for the meeting.

Advisor Nash stated he appreciated and enjoyed the meeting.

Director Dotson commended the meeting.

Director Ardani commended the meeting and thanked everyone.

Advisor Parker commended the meeting, stating it covered a lot of great information. She also looks forward to commenting on the website.

Advisor Skillman congratulated Mr. Ortiz on a fantastic report. She also expressed frustration over the technical issues with hybrid meetings and that they should be in person only.

Director Rothberg stated she is so happy to be back in person with everyone and also expressed frustration with Zoom meetings. She thanked Mr. Ortiz.

Director Blackwell commended the staff for a great meeting and appreciated Ms. Paulin's and Mr. Ortiz' reports.

Director Jarrett stated that the meeting was interesting and educational. She thanked Mr. Ortiz and Ms. Paulin for their reports.

Director McCary echoed the comments that this was a good meeting and very informative. She thanked and commended the staff and committee.

Chair Milliman encouraged kindness toward staff.

Ms. Logan-McCracken commended the committee, stating she appreciates the opportunity to work with each committee member.

Mr. Ortiz stated much work needs to be done and he appreciates the support.

Ms. Paulin stated she enjoys this group very much.

14. Date of Next Meeting – Monday, August 16, 2021, at 1:30 p.m.

15. Adjournment
3:39 p.m.

p.p. Joan Milliman / SLM

Joan Milliman, Chair
Media and Communications Committee