



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

**Wednesday, November 17, 2021 – 2:30 p.m.
Board Room / Virtual Meeting**

REPORT

Members Present: Chair Joan Milliman; Directors Elsie Addington, Deborah Dotson, James Cook, Annie McCary, Neda Ardani and Maggie Blackwell; Advisors Carmen Pacella and Juanita Skillman; Alternate Lynn Jarrett

Members Absent: Director Ryna Rothberg; Advisors Theresa Frost, Tom Nash and Lucy Parker

Others Present: Bunny Carpenter, Egon Garthoffner, Richard Rader

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

1. Call to Order

Meeting was called to order at 2:32 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 September 20, 2021

The report was approved with two abstentions from Directors Addington and Cook, who were not at the September 20 meeting.

5. Chair's Remarks

Chair Milliman welcomed Director Cook and mentioned the board changes for Director Addington who is now on the GRF board, Director Blackwell who is now on the United board and Advisor Skillman who is now on the GRF board.

6. Member Comments

Mr. Rader mentioned that he heard from a resident that several buildings in United Mutual were alerted to an upcoming water shutoff by notices nailed to trees adjacent to their units rather than

delivered to their mailboxes or residences. A discussion ensued. Ms. Paulin responded that it is most likely a city issue and will look into it.

Ms. Rothrock read one emailed comment from Dale Lee, who asked how he could receive MBCD-18.3 channel. Mr. Ortiz responded that he would look into it and later addressed it in his Broadband Services report.

Items for Discussion

7. Media and Communications Report - Eileen Paulin

Ms. Paulin discussed:

- Completion of the all-boards handbook, highlighting a digital version that includes links
- The all-boards training that took place November 15 with presentations by United Mutual Legal Counsel Jeff Beaumont and VMS department heads

Advisor Skillman asked why Mutual 50 does not have a tab in the handbook and recommended including this mutual. Ms. Paulin answered that although Mutual 50 is not managed by VMS, the board members were invited to the general training and were given information about the GRF Trust, the condominium Bluebook, Robert's Rules and other tools. Ms. Paulin added that an all-boards directors list will be added to the handbook that will include Mutual 50.

Ms. Paulin announced that Brittany Tuohy is now handling registrations for docent tours and new resident orientations. Docent tours began again on Oct. 28 and are currently scheduled at one per week due to staff and bus driver shortage. She anticipates the tours will go back to weekly plus one Saturday per month in 2022 if we have enough bus drivers.

Ms. Paulin announced that new resident orientations have resumed in person. Board directors who enjoy speaking at them are encouraged to volunteer, but it is not required for all board members.

Ms. Paulin welcomed each mutual's communications groups to plan on board representatives who will make Village Television appearances. Those who thrive at this are encouraged to volunteer, but it is not required. Look for longer presentations and more visuals in 2022.

Ms. Paulin stated that the top priorities for next year are the website and Village survey. The Strategic Planning Committee and each mutual will play an important role in planning the survey.

Ms. Paulin stated that meetings with The Broadband Group consultant are underway.

Ms. Paulin highlighted the Recognition of Excellence awards videos and the VMS employees including the Broadband Services team who received them.

Director Dotson confirmed that the Strategic Planning Committee will provide input for the survey. She also recommended highlighting the Recognition of Excellence awards on a webpage that focuses on compliments regarding VMS employees.

Mr. Rader asked if Mr. Beaumont's presentation on the GRF Trust was recorded. Ms. Paulin answered that it was recorded and will be available on YouTube. Since the meeting, the recording has been posted [here](#).

Advisor Skillman stated she enjoyed the employee award videos and inquired if these are available. Ms. Paulin answered that these are available on YouTube and will be shared in the "What's Up in the Village" e-newsletter. The video can be viewed [here](#).

8. Broadband Services Report - Paul Ortiz

Mr. Ortiz presented a Broadband Services update that included:

- 2021 year-to-date cable operation report
- 2021 year-to-date Broadband Services operation report
- Expiring programming contracts report
- Channels expiring as of January 1, 2022: NBC Sports Network, ESPN Classic
- Broadband subscriber count report
- Programming contracts forecast report
- Internet subscriptions

Director McCary inquired about feedback regarding these channels that are going dark. Mr. Ortiz discussed the cost savings and customer service that may be required to help residents scan their channels during the next channel map change. He highlighted Sundance TV, which is owned by AMC, as a channel residents would enjoy that will become available at no cost after the next channel map change.

Answering Mr. Lee's question during the open forum, Mr. Ortiz stated that MBC America is a Korean over-the-air station. We can add channel 18.3 to our channel lineup and it would be available as channel 82 during the next channel map change.

Advisor Skillman suggested addressing channels going dark with as much explicit publicity as possible to assure residents that this is out of board and staff control. Mr. Ortiz responded that this will be promoted throughout November and December.

Director McCary asked about the Playboy adult channel on the subscriber count report. Mr. Ortiz explained that although we cut two pay-per-event adult channels, Playboy is a pay-per-month channel that is part of the NCTC programming package.

Director Cook inquired about TiVo, as to whether residents have to purchase chip and if there is a monthly fee on top of that. Mr. Ortiz explained there is a one-time fee for the cable card, which came down in price, and a subscription fee of \$5 per month.

Mr. Rader asked how streaming might affect advertising sales. Mr. Ortiz responded that this will likely affect advertising.

Mr. Garthoffner mentioned his recordings end one minute sooner than the program he records. Mr. Ortiz recommended setting up the recording to go five or 10 minutes longer than the program.

Director Addington asked it if non-assessment revenue is mostly advertising. Mr. Ortiz answered that it's mostly equipment rental, but advertising is part of it.

Director Cook asked from a resident email whether anything in the new infrastructure bill can help improve our broadband internet access. Mr. Ortiz responded that at this time we don't know the specifics, but discussions with The Broadband Group consultant may provide insights.

Mr. Ortiz mentioned programming residents asked about, a channel called NewsMax. NCTC has a contract with NewsMax that makes it free, but because of the channel's traction, they're going to charge for the channel in the next contract.

Directors Addington, Blackwell and Dotson mentioned the sound volume on Zoom and discussion ensued.

Ms. Paulin mentioned that a meeting report from Mr. Ortiz in an upcoming meeting will show significant cost savings.

Items for Future Agendas

- Focus groups for website
- Review and revise the Village website usage policy
- Community survey

Concluding Business

Committee Member Comments

Advisor Skillman expressed that a website redesign will be wonderful for the community.

Director Blackwell recommended reading Director Addington's HO6 article that ran in the Village Breeze.

Directors McCary and Addington commended the meeting.

Director Cook said he is happy to be part of the committee and looks forward to future meetings.

Ms. Paulin said she sent Director Cook The Broadband Group's report, "Laguna Woods Village Cable System Assessment and Business Case Scenarios."

Ms. Rothrock commented that it is nice to see everyone.

Ms. McCracken discussed the microphone volume in the board room vs. Zoom.

Director Dotson commended the meeting. Responding to a social media comment, she stated that 5 MBps is the lowest internet speed WCI provides and that is enough to broadcast a movie. She added that we have really good internet speed for the price that we pay and that not everyone needs 300 MBps for the prices that would be charged. She stated we have plenty of bandwidth and speed here for what our residents want to do.

Advisor Pacella thanked everyone for an excellent meeting and good presentations. He looks forward to meeting in person again.

Mr. Ortiz thanked everyone.

Director Jarrett thanked everyone for an informative meeting.

Director Ardani thanked everyone for the information. She asked Ms. Rothrock whether she received the United chargeable services for the Village Breeze, to which Ms. Rothrock confirmed that she received it.

GRF Board President Carpenter commended the meeting and expressed appreciation for all the information that was given.

Chair Milliman stated it was lovely to have everyone there. She welcomed the new directors, adding that we're going to have a good year, which is already beginning. She looks forward to hopefully meeting in person next month.

Date of Next Meeting – Monday, December 20, 2021

Adjournment

Chair Milliman adjourned the meeting at 3:48 p.m.

p.p. Joan Milliman / SLM

Joan Milliman, Chair
Media and Communications Committee