



OPEN MEETING

REGULAR MEETING OF THE GOLDEN RAIN FOUNDATION MEDIA AND COMMUNICATIONS COMMITTEE

**Monday, January 16, 2023 – 1:30 p.m.
Board Room / Virtual Hybrid Meeting**

REPORT

Members Present: Chair Joan Milliman; Directors Elsie Addington, Margaret Bennett, Maggie Blackwell, James Cook, Anthony Liberatore, Cris Prince; Alternates Deborah Dotson, Peter Sanborn, Moon Yun; Advisors Catherine Brians, Tom Nash, Lucy Parker

Members Absent: Advisors Theresa Frost (excused), Carmen Pacella (excused)

Others Present: Debbie Allen, Bunny Carpenter, Richard Rader, Doug Rook, Juanita Skillman, Sally Sunderhaus

Staff Present: Eileen Paulin, 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.

2. Acknowledgement of Media

None present.

3. Approval of Agenda

Approved by unanimous consent.

4. Approval of Report for November 21, 2022

Approved by unanimous consent.

5. Chair's Remarks

Chair Milliman distributed the GRF Media and Communications Committee Charter and requested that committee members read the document. She highlighted the general duties of all standing committees as well as specific duties for this committee, including the programming contract renewals.

6. Member Comments

There were no member comments during this portion of the meeting.

Items for Discussion

7. Media and Communications Report – Eileen Paulin

Ms. Paulin presented “VMS Media and Communications Department” slides giving updates on work centers 10 (Media and Communications), 20 (Cable TV Network), 30 (TV Studio), 40 (Media Services) and 50 (Internet Service). In the presentation, she highlighted:

- “What’s Up in the Village” email blast analytics
- Website analytics and visitor demographics
- Focus group results overview
- Decreasing premium movie channel subscriptions
- Increasing programming costs
- Contracts that expire in 2023
- Media Services 55
- Internet Service
- 2023 key initiatives

Advisor Briens asked what can be tracked on the “What’s Up in the Village” email blast. Ms. Paulin stated that what subscribers click on, the most popular articles and more can be tracked.

Director Moon asked about a chat function on the website. Ms. Paulin discussed why we do not have that at this time.

Member Sally Sunderhaus commented on Broadband Services, West Coast Internet and internet speeds. Mr. Ortiz commented on TiVo and a discussion ensued.

8. Broadband Ad Hoc Committee Report – Eileen Paulin

Ms. Paulin presented “The Future of Broadband in Laguna Woods Village” slides, highlighting:

- A timeline of broadband in Laguna Woods Village
- Three Broadband Services scenarios under investigation and financial analysis

Chair Milliman announced that the next Broadband Ad Hoc Committee meeting is on Tuesday, January 24, at 10 a.m.

9. Website Ad Hoc Committee Report – Eileen Paulin

Ms. Paulin reported that all RFPs have been received and discussed website project objectives:

- A better website with searchable database
- A comprehensive, all-encompassing Village calendar

Chair Milliman announced that the next Website Ad Hoc Committee meeting is on Tuesday, January 31, at 10 a.m.

10. Broadband Services Report – Paul Ortiz

Mr. Ortiz reported on year-end subscriber counts and 2023 expiring contracts. Discussion ensued.

Director Dotson announced that the February “Let’s Talk Tech” show will cover internet speeds and what speed viewers need for what they have. The March show will discuss what constitutes streaming with a demonstration on the studio television. The program airs on TV6 Tuesdays at 2 p.m. and Fridays at 10:30 a.m. and will be available on demand on Village Television’s YouTube channel.

Mr. Ortiz announced that he would be speaking at the Thursday, January 19, Video Club on the future of broadband in Laguna Woods Village and a history of the fiber system installed in 1999.

Director Addington asked how long it would take to upgrade the infrastructure. Mr. Ortiz discussed a potential timeframe. A discussion ensued.

Items for Future Agendas

Report on the focus groups

Concluding Business

Committee Member Comments

Chair Milliman commended today’s meeting and gave upcoming meeting dates for the ad hoc committees.

Director Moon commended the meeting and presentations.

Ms. Paulin thanked Broadband technicians who went out in the rain at night during the power outage. Mr. Ortiz added that two technicians were working from 8 a.m. to 8 p.m. Director Blackwell recommended promoting their hard work in the Village.


Director Dotson commended the meeting.

Director Blackwell recommended educational PSAs on use of fire extinguishers. A discussion ensued.

Date of Next Meeting – Wednesday, February 22, 2023, at 1:30 p.m.

Adjournment

Chair Milliman adjourned the meeting at 2:45 p.m.


Joan Milliman, Chair
Media and Communications Committee

VMS

Media & Communications Department

January 4, 2023



Media & Communications Mission



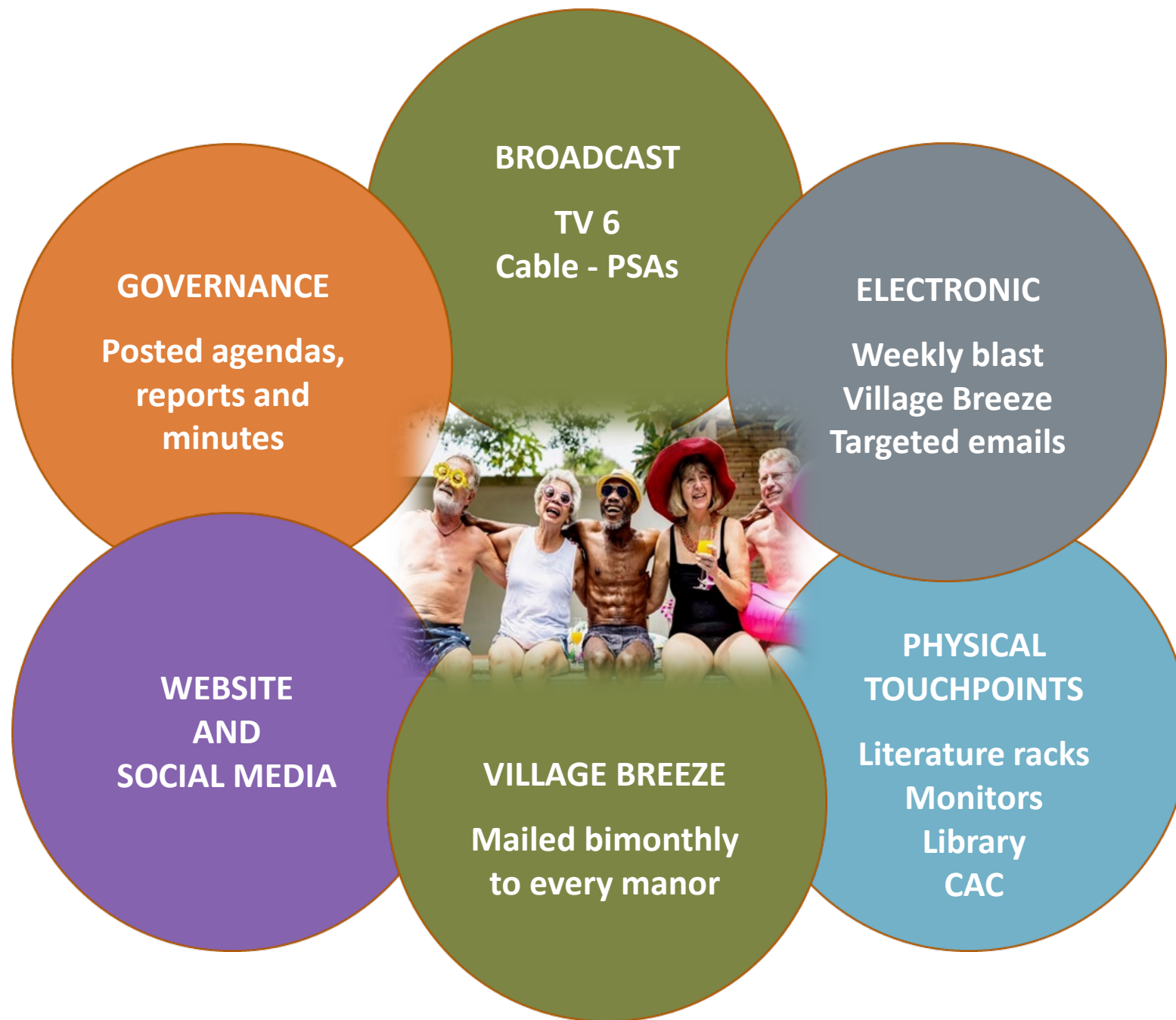
- To promote a well-informed community that optimizes the resources and amenities available to all residents of Laguna Woods Village, the West's premier private community for active 55+ adults
- To provide excellent broadband services to Village residents

Department Work Centers



Village Management Services, Inc.

- 10 Media & Communications
- 20 Cable TV Network
- 30 TV Studio
- 40 Media Services
- 50 Internet Service





Village Management Services, Inc.

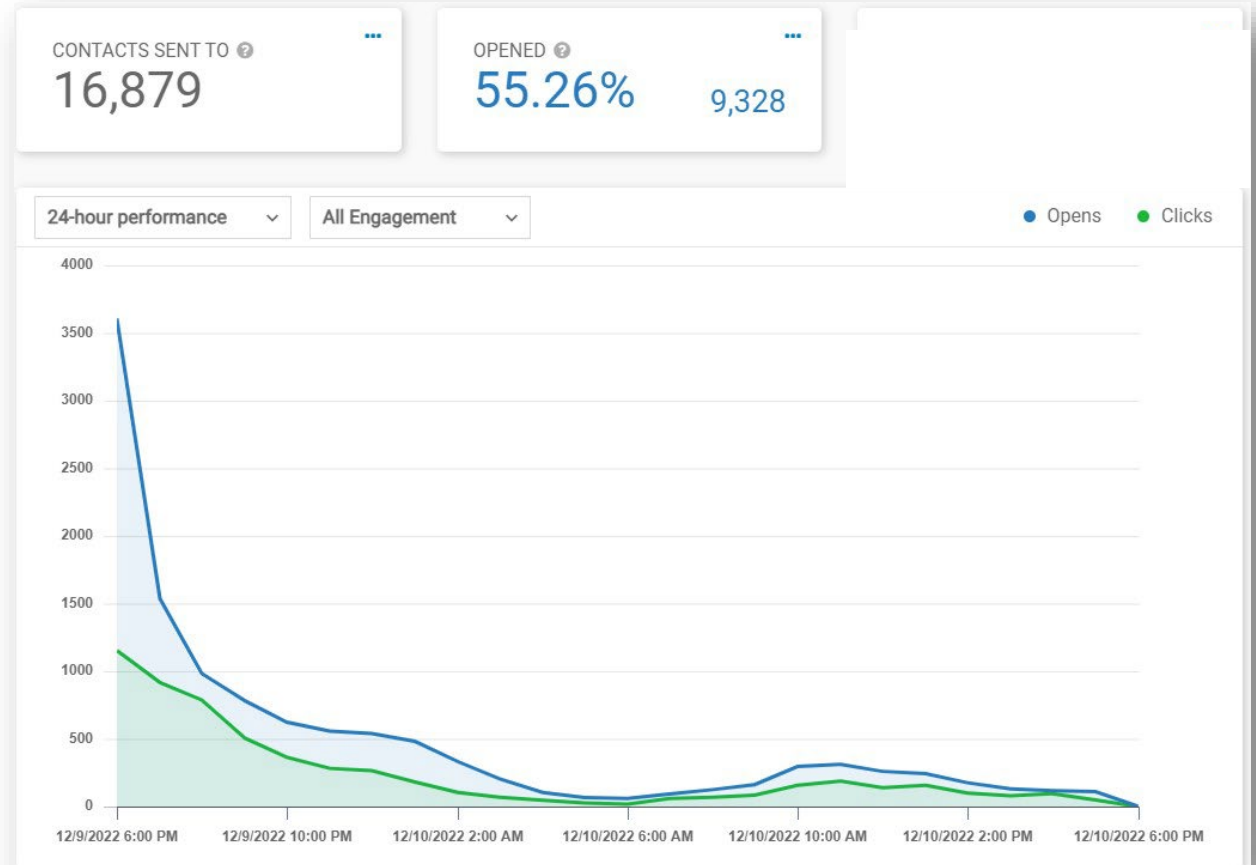
Work Center Updates



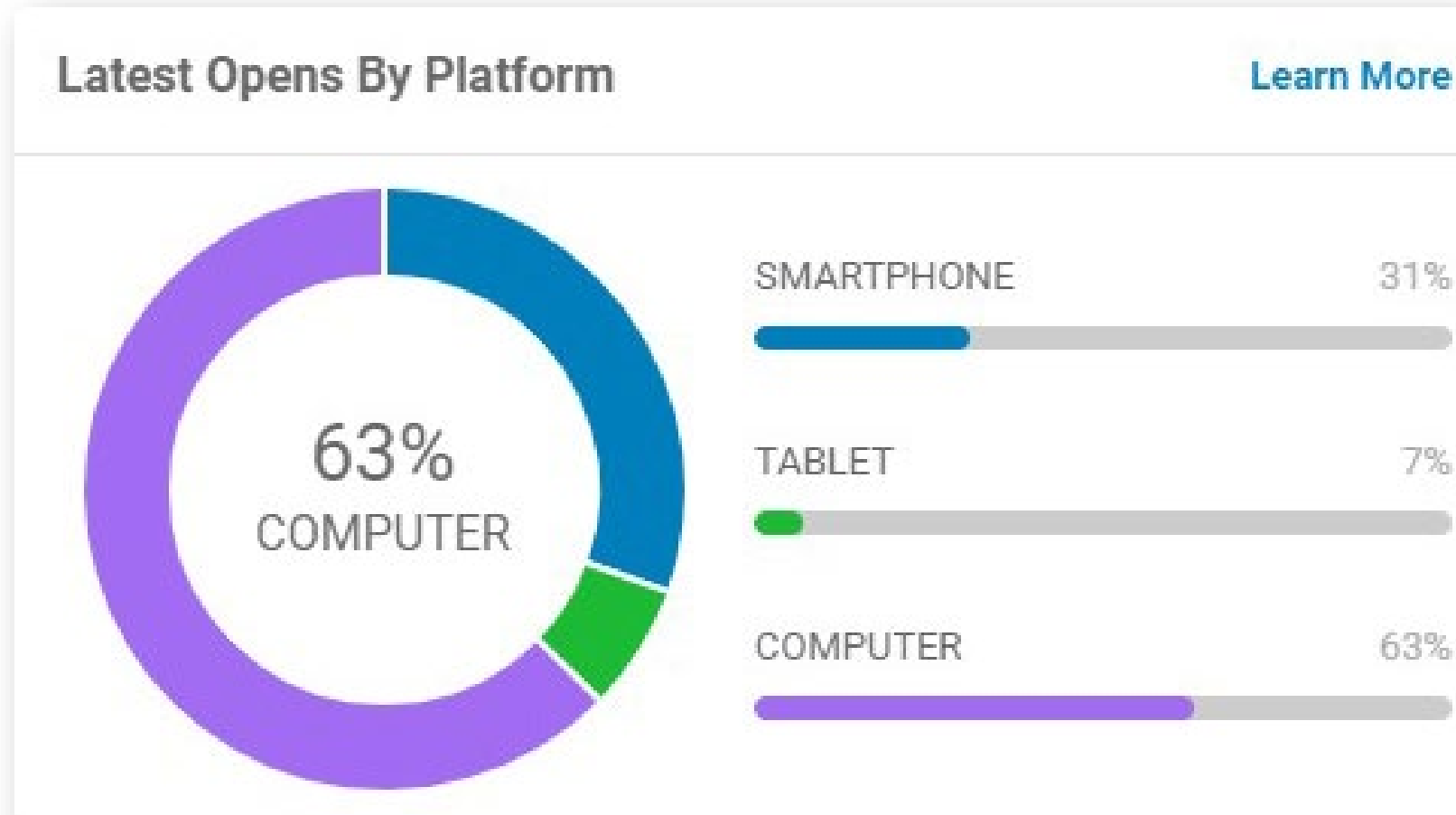
Media & Communications Admin

- “What’s Up in the Village,” web posting, social media – Weekly
- Village news releases to the Laguna Woods Globe – Weekly
- Village Breeze – Bimonthly
- Docent tours – Five times monthly, including one Saturday/month
- New resident orientations – Twice monthly (one for Third, one for United)
- Mutual messaging (Third in place, United in development)
- Marketing and promotional materials for all departments
- Webmaster tasking
- Employee newsletter
- Coordinate board member appearances and presentations for TV6
- Review, edit, format all department and director presentations
- End-of-year presentations for all boards
- Oversee content from VMS departments
- Organize, develop board training and director handbook content
- Assist Village clubs with websites
- Develop and manage special projects, i.e., focus groups, art exhibit, departmental campaigns
- Edit, format all department correspondence

What's Up in the Village – 12/9/2022

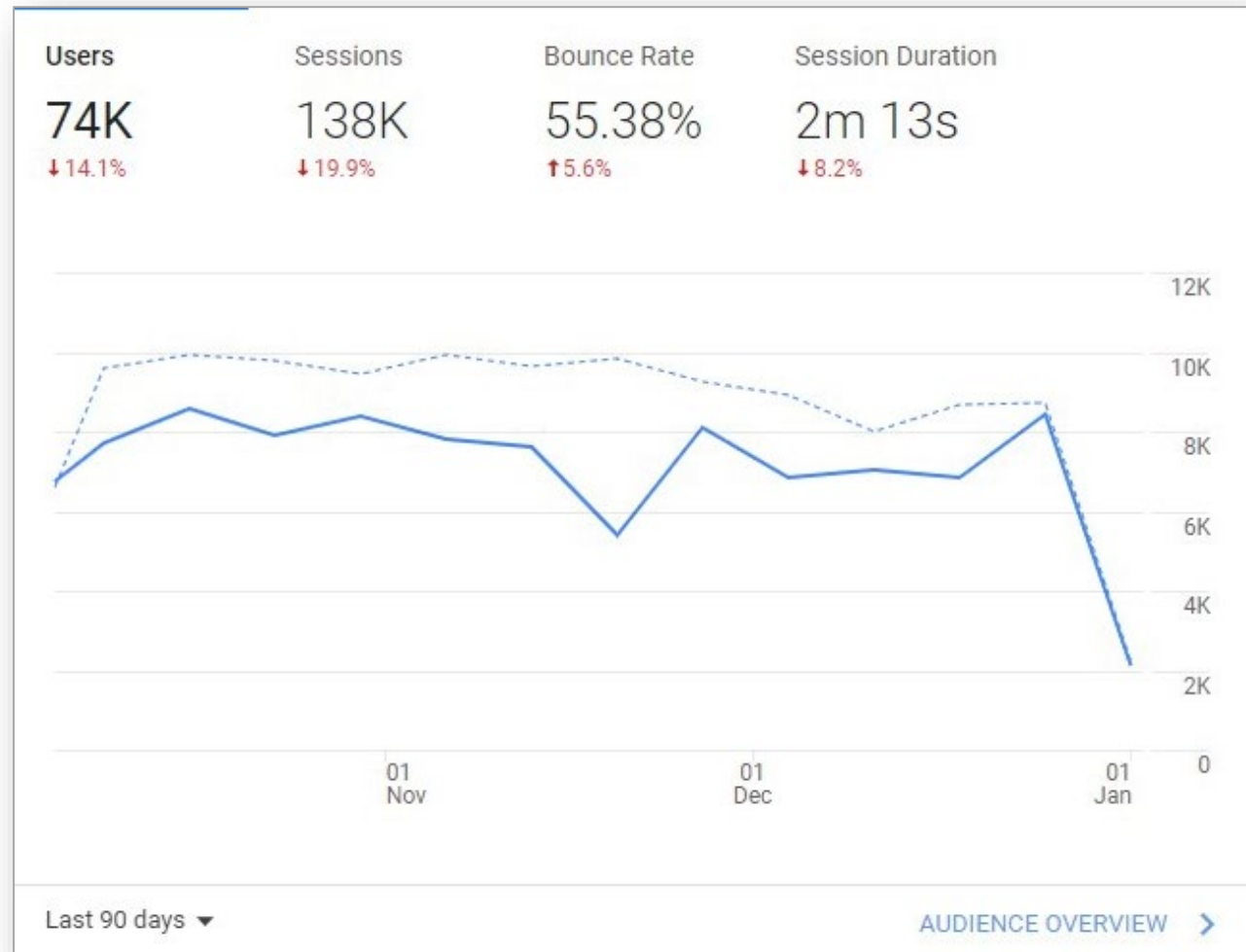


What's Up in the Village – 12/9/2022



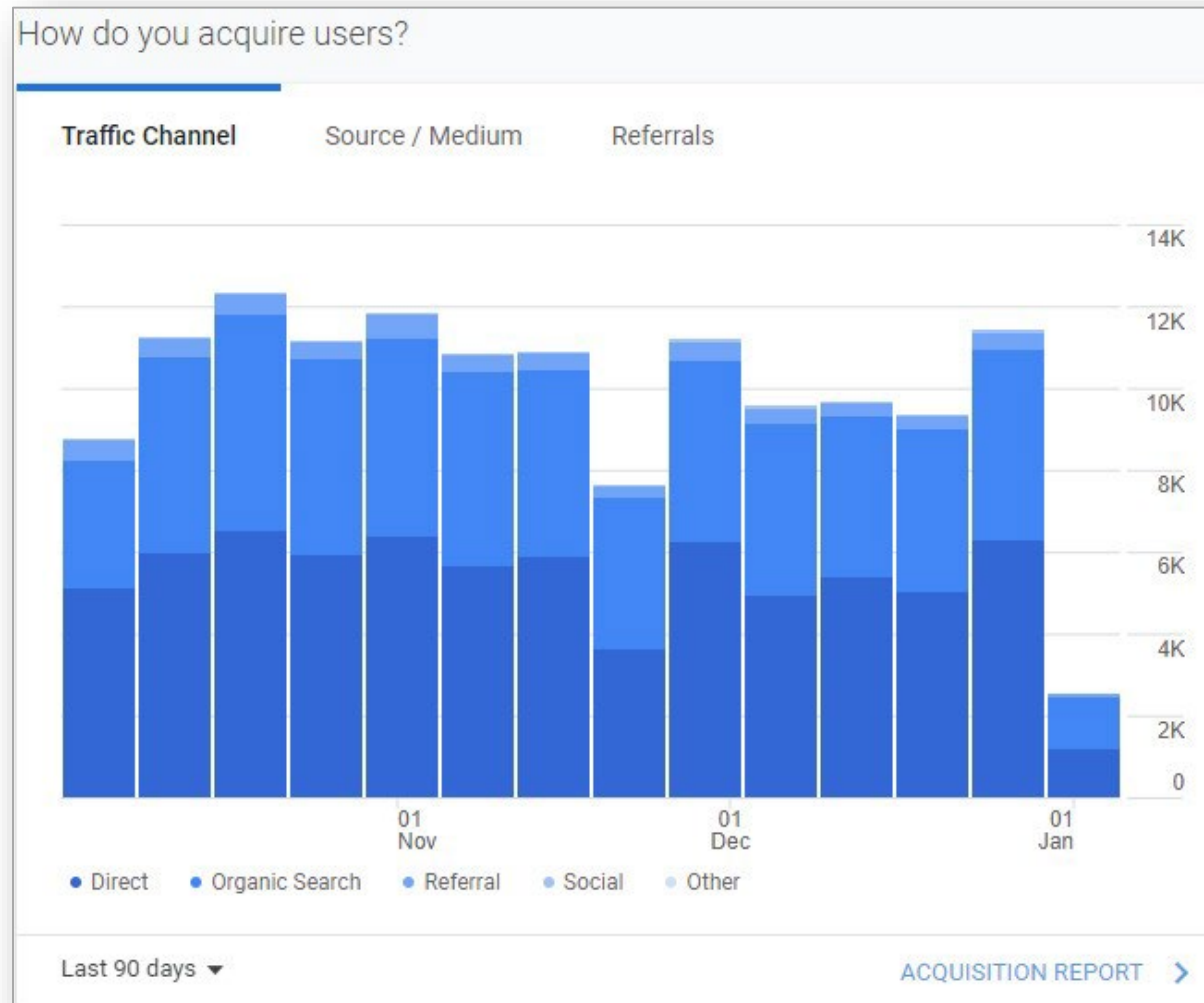
Website Analytics – No. of Visitors

90 days
year-end 2022



Website Analytics – Source

90 days
year-end 2022



Website Analytics – Mobile Devices

90 days
year-end 2022

Mobile Device Info ?	Acquisition
	Users ? ↓
	42,091 % of Total: 55.02% (76,502)
1. Apple iPhone	32,375 (76.63%)
2. Apple iPad	2,921 (6.91%)
3. Samsung SM-G991U Galaxy S21 5G	233 (0.55%)
4. Samsung SM-S908U Galaxy S22 Ultra	188 (0.44%)
5. Samsung SM-S901U Galaxy S22	172 (0.41%)
6. Samsung SM-A326U Galaxy A32 5G	155 (0.37%)
7. Samsung SM-G973U Galaxy S10	151 (0.36%)
8. Samsung SM-G998U Galaxy S21 Ultra 5G	131 (0.31%)
9. Samsung SM-G950U Galaxy S8	130 (0.31%)
10. Samsung SM-G960U Galaxy S9	123 (0.29%)



Village Management Services, Inc.

Website Analytics – Language

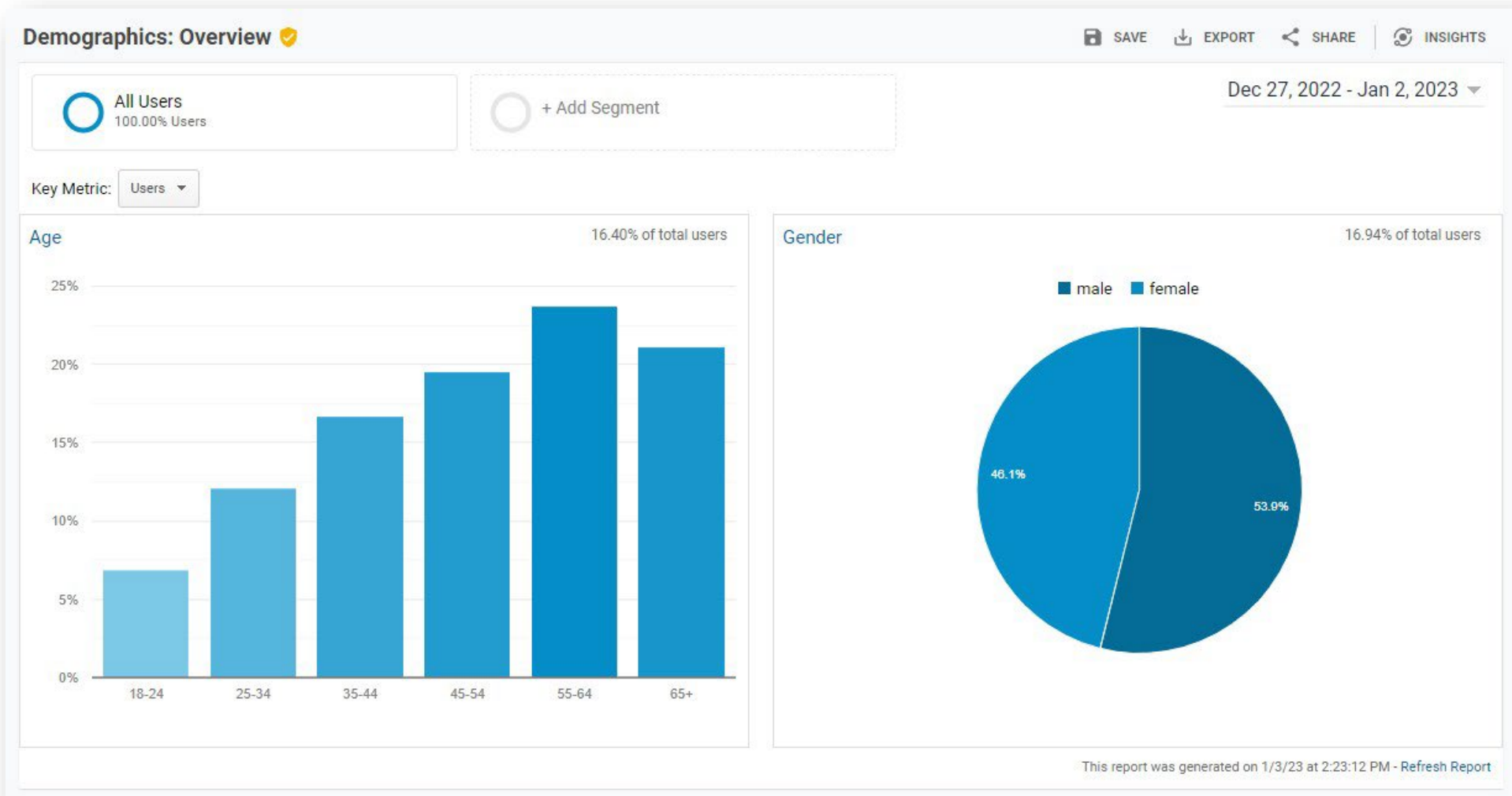
- English – US
- English – Undetermined
- Korean
- English – Great Britain
- Chinese

Language ?	Acquisition
	Users ? ↓
	76,502 % of Total: 100.00% (76,502)
1. en-us	73,157 (95.73%)
2. en	783 (1.02%)
3. ko-kr	401 (0.52%)
4. en-gb	363 (0.47%)
5. zh-cn	324 (0.42%)

Website Analytics – Country

Country ?	Acquisition
	Users ? ↓
	76,502 % of Total: 100.00% (76,502)
1.  United States	75,999 (98.94%)
2.  Canada	366 (0.48%)
3.  Mexico	84 (0.11%)
4.  Netherlands	75 (0.10%)
5.  Puerto Rico	58 (0.08%)

Website Analytics – Age, Gender



Key, Consistent Resident Feedback

- More “out front” communication
 - First test - WCI internet speed and rate increase; MACC assertively provided advance comprehensive information via multiple platforms
- Better website with searchable database
 - Website project is underway; all RFPs have been received
- Comprehensive, all-encompassing Village calendar
 - Included in the RFP for the new website
- More neighborhood and community activities
 - Mutuels should take up this initiative

Cable TV Network

- Truck rolls down 10.3% due to excellent telephone customer service
 - Allows service techs and engineers more time to attend to aging infrastructure
- Premium movie channel subscriptions October year over year
 - Cinemax -23.26%
 - HBO -13.32%
 - Showtime -13.18%
 - Starz/Encore -12.68%



Cable TV Network

- Programming costs continue to soar
 - 2025 cable programming cost estimates exceed \$5M
 - 2023 expiring contracts include C-Span, CNN, Turner, Fox Sports 1 and 2, Fox Business, Fox News, CBS, KCAL TV, CBS Sports, Smithsonian, Bloomberg, Stadium College Sports and Tennis Channel

TV Studio



Village Management Services, Inc.

- Broadcasts more than 2,000 minutes of original content each month
- “This Day” live six days/week, two rebroadcasts daily (12:30 and 5 p.m.)
- CEO/GM Siobhan Foster or VMS directors appear on Village Television weekly
- “Trading Post” on air Monday and Wednesday at 10 a.m. and 5:30 p.m.
- Message board updated daily with important community information
- Movies broadcast Monday, Friday and Saturday with closed captioning
- Village Television guide posted online, program descriptions included on digital guides
- Special exercise classes for residents broadcast daily
- Produce city council meetings for City of Laguna Woods
- Produce “Let’s Talk Tech” with Debbie Dotson, “Tales from the Woods, and “Did You Know?”
- Produced new “Social Security in Action” show with Jeffrey Rodriquez
- Produced two commercials for cable network advertisers
- Produced seven segments for cable network advertisers
- Produced more than 25 hours of governance meetings
- Producing OC Fire Station 22
- Producing new “Beyond the Red Carpet” show with Francine Brokaw and Danica McKellar



Media Services 55

Despite a soft start, mid-term elections resulted in strong ad revenue; department on track to nearly meet revenue goal

Internet Service

- GRF passed resolution to increase internet speeds, rates on January 3
- In addition to offering better resident service, revenue split negotiated in GRF's favor



Village Management Services, Inc.

2023 Key Initiatives

Key Initiatives

- Execute protocol for “out front” communication from boards to residents
- Develop new Village website (Website Ad Hoc Committee)
- Guide determination of, recommend action plan to GRF (Broadband Ad Hoc Committee)



Village Management Services, Inc.

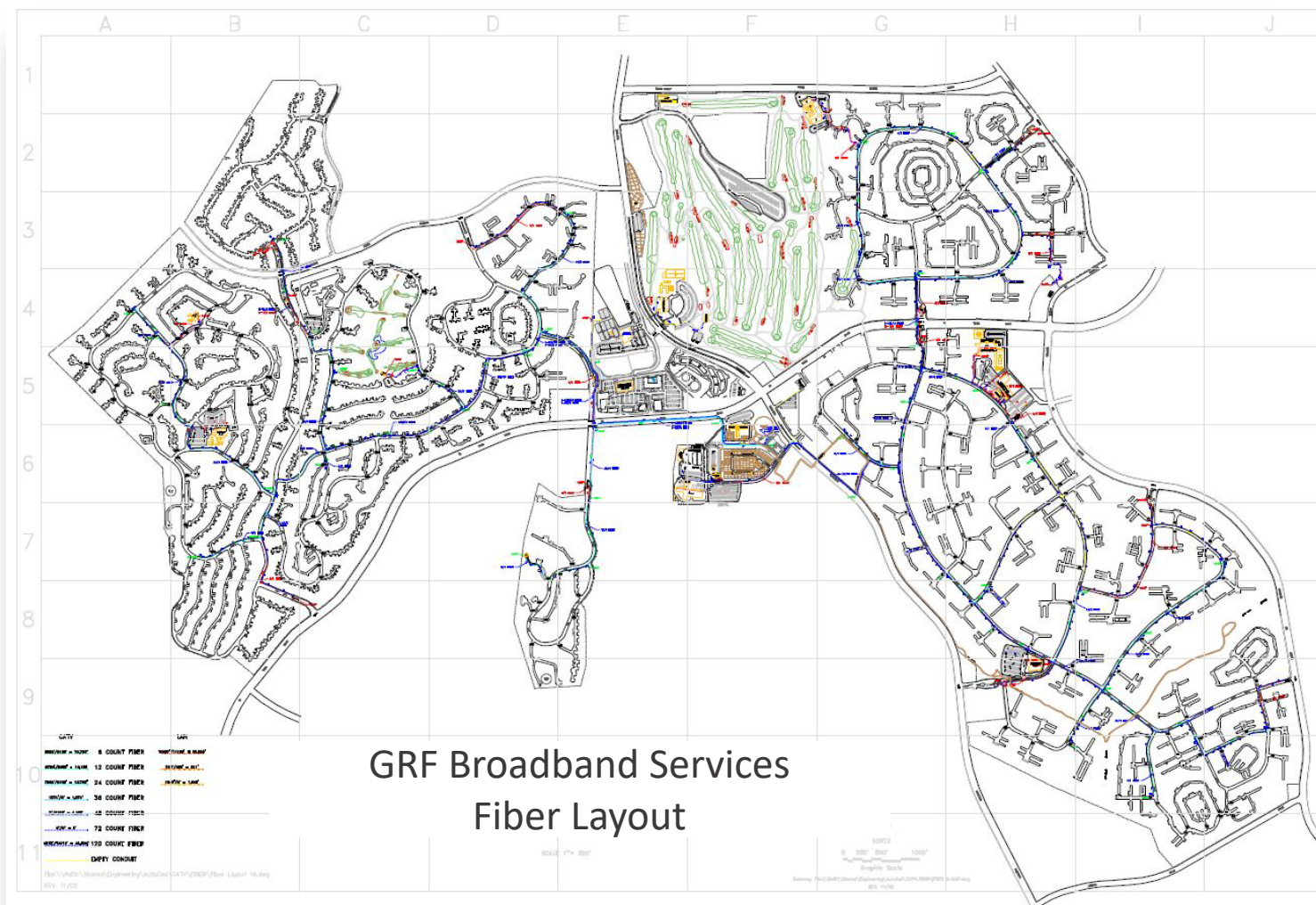
Questions

The Future of Broadband in Laguna Woods Village

December 2022



One of GRF's Most Valuable Assets



Timeline of Broadband in Laguna Woods Village

- | | |
|------|---|
| 1964 | Leisure World Laguna Woods, now known as Laguna Woods Village, opens. Cable television service is included as an amenity and covered by HOA dues. This is one of the best examples of the future vision upon which the community was built. |
| 1999 | Completion of inground fiber installation. |
| 2004 | GRF enters into agreement with West Coast Internet and high-speed internet is made available to Village residents. |
| 2010 | GRF entered into a management agreement with Connexion for cable television services. Connexion replaced amps/nodes and power supplies with the intention of offering broadband and telephone services to Village residents |
| 2012 | Connexion filed for bankruptcy. GRF buys the contract back in Bankruptcy Court for \$600,000. |
| 2020 | GRF engaged The Broadband Group to conduct as assessment of the Village cable system. Report delivered January 2020. |
| 2021 | GRF engaged The Broadband Group to provide strategic options for the future of the system, including internet. |
| 2022 | GRF forms Broadband Ad Hoc Committee to study and evaluate the three scenarios recommended by The Broadband Group for the future of the Laguna Woods Village broadband infrastructure. |

The Broadband Group – Phase One Analysis

“Based on The Broadband Group’s 30 years of experience in the Cable Television and Telecommunications industry, the Laguna Woods Village cable system is well-maintained, in solid working condition, and presents as a valuable asset for Laguna Woods Village.

Service levels exceed industry standards, and linear video (television) pricing for residents is highly competitive in the region.

Notable for future planning, the system also includes spare conduit—an available asset that should significantly reduce the time, cost, and disruption of network upgrades (e.g., fiber Internet).”

CABLE SYSTEM TRENDS

“THE ERA OF CABLE TV IS COMING TO AN END.”

In the past, Laguna Woods Village has managed growing programming costs by **eliminating channels**, such as Fox Sports West (today called Bally Sports). Realistically, there are **no more channels that can be eliminated**, and programming costs will rise.

Meanwhile, the transition to streaming continues faster than many predicted.

At this year's meeting of the National Cable Television Cooperative (NCTC), from which LWV purchases a majority of its cable channels, leadership announced that the era of cable TV was coming to an end and that **small cable providers (like LWV) need to transition to being Internet and tech service providers.**



- A** STATUS QUO
- B** OWNER & OPERATOR
- C** CONDUIT LEASE