



OPEN MEETING

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

**Monday, April 15, 2024 – 3:30 p.m.
Board Room / Virtual Hybrid Meeting**

REPORT

Members Present: Chair Joan Milliman; Directors Maggie Blackwell, James Cook, Cris Prince, Donna Rane-Szostak, Peter Sanborn, Juanita Skillman, Georgiana Willis; Advisors Catherine Brians, Theresa Frost, Tom Nash, Carmen Pacella, Lucy Parker

Members Absent: None

Others Present: Richard Rader

Staff Present: Jennings Lai, Catherine Laster, Susan Logan-McCracken, Ellyce Rothrock

1. Call to Order

The meeting was called to order at 3:38 p.m., and a quorum was established by Chair Milliman.

2. Acknowledgement of Media

None present.

3. Approval of Agenda

Approved by unanimous consent.

During the Media and Communications report, Director Skillman found a typo in the Workflow Report, March 2024, on page 9 of 12 of agenda item 7. The Disaster Preparedness Task Force was wrongly abbreviated as PDTF. The agenda will be corrected.

4. Approval of Report for January 15, 2024

Approved by unanimous consent.

5. Chair's Remarks

Chair Milliman welcomed the committee and introduced new member, Director Rane-Szostak.

6. Member Comments

There were no member comments.

Items for Discussion

7. Media and Communications Report – Ellyce Rothrock

Ms. Rothrock called attention to the jobs tracked, resident subscribers added, documents handled and the number of news articles posted to the website in the last three months. She also highlighted from the Media and Communications Activities Report the various ways the Media and Communications Division communicates with Village residents, including, but not limited to:

- The Village Breeze
- “What’s Up in the Village” weekly email blast
- Weekly press releases sent to the Globe
- Digital newsletters from the GRF, Third Mutual and United Mutual boards of directors
- Targeted emails for Recreation and Community Services

Ms. Rothrock touched upon key messaging that was sent out in addition to regular event updates from Recreation, the Performing Arts Center and the boards.

Ms. Rothrock informed the committee that the new Community Tour Experience video, which replaced the in-person docent tours, is live on the website homepage and ready for viewing. Supplemental open houses with a Q&A session for new and prospective residents is in the planning stage. All new resident orientation tasking has been reabsorbed into the Media and Communications Division.

Ms. Rothrock brought attention to the new Connections & Pathways flyer, designed for print and digital use, which highlights how residents can contact VMS and the boards of directors.

Director Skillman asked for GRF board members to be invited back to speak at new resident orientation events and future open houses.

Mr. Rader commended staff for doing a great job in creating the Connections & Pathways flyer. Chair Milliman emphasized the importance of sharing this flyer with all board members and residents.

8. Website Update – Ellyce Rothrock

Chair Milliman informed the committee that the Website Ad Hoc Committee would be absorbed into the Media and Communications Committee.

Ms. Rothrock updated the committee on discovery phase meetings between the contractor and staff, which have included discussions on creative strategy, user experience, design, navigation, goals and objectives, brand strategy and positioning, information architecture (site map), unified events calendar, wireframing, resident and staff interviews and usability testing. She noted that Google Analytics admin access was given to the contractor in order to view trends on our site pages. The first set of wireframes have been approved. A robust search function and document storage are being discussed as well.

Carmen Pacella dropped off the Zoom call at 4:13 p.m.

Media and Communications Committee meetings will be calendared and coordinated with the vendor.

9. Review of Revised Committee Charter – Joan Milliman

Chair Milliman read the revised charter, noting edits were made according to feedback from the previous committee meeting. Discussion ensued.

Chair Milliman read the charter and stated which phrases and paragraphs should be stricken. Discussion ensued.

Advisor Parker asked whether there was a liaison between the Broadband and Media and Communications divisions and whether Media and Communications created content for Broadband. Ms. Rothrock clarified that the content Media and Communications provides for TV6 includes the message board and PowerPoint presentation decks to accompany “This Day” appearances by directors, staff and outside entities.

Director Blackwell recommended all board members presenting on Village Television should always review their comments with their respective board presidents so as not to make personal statements.

Advisor Parker recommended wording changes to clarify responsibilities in the charter. Discussion ensued. Committee’s areas of concern will be removed from the charter.

Chair Milliman stated the new charter will be reviewed by the GRF board in May.

Mr. Rader said Paul Ortiz gave a lot of useful information at these committees, and he would still like to see the information Mr. Ortiz had been sharing. Chair Milliman said this will be the purview of the Broadband committee that has yet to be formed.

Items for Future Agendas

None

Concluding Business

Committee Member Comments

Advisor Brians confirmed the next meeting would take place at the regularly scheduled time.

Advisor Parker and Director Willis commended the meeting.

Director Blackwell noted that she liked the new ideas and the Community Tour Experience video on the website.

Director Skillman attended the Employee Excellence Awards and wanted to thank and recognize the present employees for their excellent participation.

Director Cook, Director Prince and Ms. Lai had no comment.

Director Rane-Szostak thanked everyone for the opportunity to be on this important committee.

Advisor Nash commented that the Video Club has a disclaimer at the beginning and end of videos, "opinions expressed are those of the participants and not of the club or GRF." This establishes responsibility.

Advisor Frost stated she is happy to be back and likes what she's hearing about the committee's scope and discussion.

Ms. Rothrock thanked everyone for being there and providing feedback.

Ms. McCracken thanked everyone as well.

Chair Milliman thanked Susan for keeping up with the additions and corrections to the charter. She also thanked everyone for a good meeting.

Date of Next Meeting – Monday, July 15, 2024, at 1:30 p.m.

Adjournment

Chair Milliman adjourned the meeting at 5 p.m.


Joan Milliman, Chair
Media and Communications Committee