



OPEN MEETING
THE GOLDEN RAIN FOUNDATION
MEDIA AND COMMUNICATIONS COMMITTEE
Monday, January 18, 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 Bunny Carpenter, Maggie Blackwell, Lynn Jarrett, Annie McCary, Elsie Addington and Ryna Rothberg; Advisors Tom Nash, Carmen Pacella, Lucy Parker and Juanita Skillman; Alternates Neda Ardani and Deborah Dotson

MEMBERS ABSENT: Advisor Theresa Frost

OTHERS PRESENT: GRF Treasurer James Hopkins and Director Jon Pearlstone; The Broadband Group's Nathan Rosenberg, Andrew Hurry, Frank Newsom, Jeff Reiman, Patrick Thibeault and Minu Youngkin

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

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**
Reverse numbers 8 and 9 so The Broadband Group can present their report first. No objections. No other changes. Approved by unanimous consent.
4. **Approval of Meeting Report from December 14, 2020**
Approved by unanimous consent.
5. **Chair's Remarks**
Chair Milliman welcomed everyone and introduced new Director Maggie Blackwell. She welcomed The Broadband Group staff in attendance and announced the presentation, after which they would answer committee questions.

Chair Milliman acknowledged and commended the Media and Communications, Television Services and Information Services teams for their hard work in keeping the Village informed.

6. Member Comments -- Open Forum (Items Not on the Agenda)

No comments.

7. Director's and Staff Responses to Member Comments

None.

REPORTS

9. The Broadband Consultant Update – The Broadband Group (TBG)

Ms. Paulin introduced The Broadband Group and thanked Mr. Holland for finding this expert resource. She turned the meeting over to Nathan Rosenberg, TBG's chair, who introduced his colleagues present at the meeting.

Mr. Rosenberg referred to the full report, which was distributed to the committee prior to the meeting. He highlighted that the Village has one of the best cable systems that the company has seen in the country, that it's a valuable asset and that staff has shown its ability to run and maintain a highly complex cable system. He invited the committee to ask questions at any time during the presentation.

Mr. Rosenberg's main points were that Laguna Woods Village has a high-quality cable system that is maintained well at below-market prices by a staff that knows the system thoroughly. The community benefits today from the forward thinking decades ago. Decisions going forward should consider that same long-term view of residents to come. Cable television is becoming less important, while internet services are becoming more important.

Mr. Rosenberg also pointed out possible vulnerability of the internet service where both "internet pipes" serving Laguna Woods Village are located in the same trench on Via Campo Verde, a single point of failure. Other key risks for consideration he pointed out are in the full report.

Several committee members, other directors and residents asked questions that were answered by Mr. Rosenberg. Splitting nodes and fiber-to-the-curb were mentioned as possible solutions to extending cable services in a market where internet is overtaking cable.

Mr. Rosenberg introduced Patrick Thibeault and a discussion on network caching and streaming services ensued.

Ms. Paulin recommended engaging The Broadband Group further to help answer questions about long-term planning.

Chair Milliman said this would require an ad hoc committee to do an in-depth study and took names of volunteers at this point. The ad hoc committee included Chair Milliman, James Hopkins, Jon Pearlstone, Richard Rader, Lynn Jarrett, Annie McCary and Deborah Dotson.

Mr. Rosenberg thanked everyone for this year-long effort that was interrupted by COVID. He commended the work that went into an impressive cable system that shows craftsmanship.

Chair Milliman and Ms. Paulin thanked The Broadband Group.

8. Media and Communications Report – Director Eileen Paulin

Ms. Paulin commended Ms. Rothrock on the latest issue of the Village Breeze. Chair Milliman drew attention to the workflow report chart in the agenda packet to show the variety of work and organization-wide interaction the Media and Communications department engages in.

Ms. Paulin stated that COVID exposure notifications are recommended by our legal advisors.

Ms. Paulin stated that an all-boards training is another top priority and that virtual new resident orientations are going well.

Ms. Paulin also discussed the COVID-19 vaccination initiative with the Orange County Health Care Agency and MemorialCare. "This Day" broadcasts, Friday email blasts, online FAQs are among the communications efforts to inform residents. Media efforts include KABC, which is working with OCHCA's and MemorialCare's PR agency, Idea Hall.

ITEMS FOR DISCUSSION AND CONSIDERATION

- No items brought up or discussed

ITEMS FOR FUTURE AGENDAS

- Broadband financials
- Overview of contract renewals

CONCLUDING BUSINESS

10. Committee Member Comments

Director Carpenter said she was pleased with The Broadband Group report, which gave the committee a lot of options to work with in going forward.

Director Jarrett said she is glad to be on the ad hoc committee and on the communications committees for Third and GRF. She thanked Ms. Paulin and Chair Milliman for a good meeting.

Director Addington also thanked everyone involved for a good meeting.

Director Rothberg stated she sent a query letter for coverage in the Village Breeze magazine. Ms. Paulin said she received and will discuss this offline.

Director McCary commended the meeting, Chair Milliman, Ms. Paulin and her department, and the The Broadband Group report.

Advisor Parker stated that she was impressed with The Broadband Group report and in awe of what Ms. Paulin's department is accomplishing.

Director Pacella commended the meeting, The Broadband Group report, and the work Ms. Paulin and her department are doing.

11. Date of Next Meeting -- Monday, February 22, 2021, at 1:30 p.m.

12. Adjournment
3:10 p.m.

p.p. Joan Milliman / SLM

Joan Milliman, Chair
Media and Communications Committee