



## OPEN MEETING

### THE GOLDEN RAIN FOUNDATION MEDIA AND COMMUNICATIONS COMMITTEE

Monday, December 14, 2020, 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, James Hopkins, Lynn Jarrett, Annie McCary and Elsie Addington; Advisors Theresa Frost, Tom Nash, Carmen Pacella, Lucy Parker and Juanita Skillman; Alternate Deborah Dotson

**MEMBERS ABSENT:** Director Ryna Rothberg

**OTHERS PRESENT:** None

**STAFF PRESENT:** Eileen Paulin, 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**  
Approved by unanimous consent.
4. **Approval of Meeting Report from October 19, 2020**  
Approved by unanimous consent.
5. **Chair's Remarks**  
Chair Milliman welcomed current and new members to the final Media and Communications Committee meeting of the year. She highlighted a couple of items from the latest "What's Up in the Village" Friday email blast:
  - The availability of saliva-based COVID testing in Orange County
  - New RFIDs that will replace driving decalsAdvisor Skillman asked about resident ID cards. Ms. Paulin referred the matter to Resident Services.

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

Ms. Rothrock read one member comment from Norma Fox who asked when HBO-Max will be added and what it will cost.

**7. Director's and Staff Responses to Member Comments**

Ms. Paulin stated that the matter is being looked into and someone will get back to her with an answer.

**REPORTS:**

**8. Media and Communications Report – Director Eileen Paulin**

Ms. Paulin welcomed new Advisor Theresa Frost. Advisor Frost stated that she looks forward to working with everyone on the committee.

Ms. Paulin presented the Department of Media and Communications' accomplishments for 2020 that highlighted:

- Department reorganization
- Coordinated use of multiple communication platforms
- Addition of print magazine, The Village Breeze, with electronic version online with links
- Staffing cost savings
- Monthly assessments infographic
- Coronavirus communications
- Ayres Hotel crisis communications
- Face mask donations and distribution
- CEO Jeff Parker's TV6 appearances two to three times per week
- TV6 "This Day" broadcast six days per week
- The addition of weekly movies
- Public service announcements
- Launch of the COVID-19 alerts microsite
- Recreation resources
- Insurance coverage crisis
- Cyber attack
- Board of Directors training initiative
- Emergency notification system initiative
- Water conservation initiative
- Projects and upgrades in the Village
- Addition of landscaping maps to the website
- Electronic stats through Google Analytics showing top website topics, geographic origin of visitors and the devices they use
- Friday email blast
- Social media – Facebook
- Signs and flyers
- Direct mail
- Email [info@lagunawoodsvillage.com](mailto:info@lagunawoodsvillage.com) monitored and answered daily

Chair Milliman mentioned the new editor of the Globe, who is a Village resident.

**9. Broadband Update – Director Eileen Paulin**

Ms. Paulin stated that Broadband has been going smoothly this month and subscriber rates are at an all-time high.

Director Addington asked how to subscribe to emailed communications. Ms. Paulin mentioned three ways, including filling out the online form at [LagunaWoodsVillage.com](http://LagunaWoodsVillage.com) on the Contact Us page, emailing [info@lagunawoodsvillage.com](mailto:info@lagunawoodsvillage.com) and signing up at new resident orientations.

**ITEMS FOR DISCUSSION AND CONSIDERATION:**

No items brought up or discussed.

**ITEMS FOR FUTURE AGENDAS:**

The Broadband Group will give a report at the January 2021 meeting.

**CONCLUDING BUSINESS:**

**10. Committee Member Comments**

Director Dotson thanked Ms. Paulin for the information and stated that she looks forward to being on this committee.

Advisor Frost thanked Ms. Paulin for inviting her to be an advisor and that she looks forward to participating on this committee.

Advisor Nash requested a copy of presentation.

Director Hopkins thanked everyone for a great meeting.

Director McCary thanked Ms. Paulin for a great, informative meeting and announced that the first Third Communications Committee meeting is scheduled for January.

Mr. Ortiz mentioned the Laguna Woods Village YouTube channel is gaining traction.

Advisor Pacella thanked Ms. Paulin and her team and Mr. Ortiz and his team for doing a great job getting communications out to the Village. He also commended the meeting, the Globe and everything the Department of Media and Communications is accomplishing.

A discussion on NextDoor ensued.

Advisor Parker commended the presentation and the impressive job the Department of Media and Communications did in handling crisis communications.

Advisor Skillman mentioned the importance of audience comprehension in addition to communication, and asked when the next Village Breeze editorial board meeting will be held. Ms. Paulin answered the next meeting will be in January.

Director Carpenter commended the importance of the discussion today and asked if board training materials, including television appearance tips, could be available on the website.

Ms. Paulin stated that some things are in the works for the website.

Ms. Rothrock discussed the reader survey in the Village Breeze.

Director Addington thanked Ms. Paulin and other staff for their hard work and long hours. She commended staff for going above and beyond. She also mentioned that United Mutual has a Communications Committee again.

Chair Milliman thanked Ms. Paulin and her team for their work and wished everyone a wonderful holiday.

**11. Date of Next Meeting -- January 18, 2021, at 1:30 p.m.**

**12. Adjournment**  
3:10 p.m.

  
Joan Milliman, Chair  
Media and Communications Committee