



**GRF MEDIA & COMMUNICATIONS MEETING OF THE GOLDEN RAIN FOUNDATION  
MEDIA AND COMMUNICATIONS COMMITTEE**

**Monday, January 21, 2019 - 1:30 PM  
Laguna Woods Village Community Center Board Room 24351 El Toro Road**

**NOTICE OF MEETING AND AGENDA**

- 1. Call to Order**
- 2. Acknowledgement of Media**
- 3. Approval of the Agenda**
- 4. Approval of Meeting Report - December 17, 2018**
- 5. Chair's Remarks**
- 6. Member Comments (Items Not on the Agenda)**
- 7. Director's and Staff Forum**

**CONSENT:** - *All matters listed under the Consent Calendar are considered routine and will be enacted by the Committee by one motion. In the event that an item is removed from the Consent Calendar by the Chair of the Committee, such item(s) shall be the subject of further discussion and action by the Committee.*

**REPORTS:**

- 8. Broadband & Contracts Report-Chuck Holland**
- 9. Channel Mapping and Channel 3 Guide-Chuck Holland**
- 10. Marketing and Communications Report-Eileen Paulin**
- 11. Policy Review on Photography and Filming in the Village-Eileen Paulin**

**ITEMS FOR DISCUSSION AND CONSIDERATION:**

- 12. Outreach to Non-English Speaking Residents-Eileen Paulin**

**ITEMS FOR FUTURE AGENDAS:**

**13. Residents' Correspondence-Eileen Paulin**

**CONCLUDING BUSINESS:**

**14. Committee Member Comments**

**15. Date of Next Meeting-Tuesday, February 26, 2019, at 9:30 a.m. in the Board Room**

**16. Adjournment**



OPEN MEETING  
THE GOLDEN RAIN FOUNDATION  
MEDIA AND COMMUNICATIONS COMMITTEE  
Monday, December 17, 2018, at 1:30 p.m.  
Laguna Woods Village Community Center, Board Room  
24351 El Toro Road, Laguna Woods, CA 92637

REPORT

**MEMBERS PRESENT:** Chair Joan Milliman, Directors Elsie Addington, Roy Bruninghaus, Annette Sabol Soule, Pat English, Maggie Blackwell, Lynn Jarrett, Advisers Lucy Parker and Steve Carmen.

**MEMBERS ABSENT:** Director Ryna Rothberg and Adviser John Perak.

**OTHER'S PRESENT:** Juanita Skillman—United, Jon Pearlstone—Third and Diane Phelps—GRF

**STAFF PRESENT :** Aileen Paulin, Chuck Ho and, Paul Ortiz and Becky Jackson.

1. **Call to Order**  
Chair Joan Milliman called the meeting to order at 1:31 p.m.
2. **Acknowledgement of Media**  
Paul Ortiz from Village Television was present.
3. **Approval of the Agenda**  
Agenda was approved.
4. **Approval of Meeting Report November 19, 2018**  
Report was approved.
5. **Chair's Remarks**  
Chair Joan Milliman welcomed the committee and reported that she will be discussing the revision of the Media and Communications Charter.
6. **Member Comments (Items not on the Agenda)**  
Dave Clayton 4025-3F was called to speak and asked the committee to consider PAC 12 be added to the line-up.

**7. Director's and Staff Forum**

Chuck Holland reported the ability to add PAC 12 can be addressed in closed session to review pricing and can be a part of a bulk pricing agreement.

Director Roy Bruninghaus suggested Residents utilize streaming over picking and choosing some channels over others.

Chair Milliman suggested discussing this further in closed session.

**REPORTS:**

**8. Broadband and Contracts Report—Chuck Holland**

Mr. Holland reported a successful year with analog removal and all the improvements that have been implemented by IT for various departments. These improvements include kiosks at Resident Services, security vehicle laptops, camera systems, new camera systems, automated dialers and state-of-the-art transportation systems. He told the committee that Resident Services has been busy with phone calls due to the final analog removal.

Mr. Holland reported on all the contract renewals are complete. The Fox Sports Network had the highest programming increase. He also reported on subscriber counts, set-top boxes, pay-tv, international channels, high speed data and proforma broadband services which included expense and budgets year-to-date.

Mr. Holland told the committee the service fee for a truck roll, or service call, is \$35 to help a resident scan their television and currently there is a two day turnaround time for a service call.

**9. Digital Pay Tier System-Update-Chuck Holland**

Mr. Holland inadvertently suggested at the last meeting that these fee additions included premium TV channel and content above and beyond the basic lineup included in the monthly assessments. When in fact, the fee additions only cover the digital subscriber fees for Head End in the Sky (HITS) and the National Authorization Service – Regional Access Controller (NAS-RAC). The HITS fees are billed to the Village for each manor with a digital device. The NAS-RAC fees are charges for each device in the home. The culmination of these fees would be covered by the \$4.95 fee.

**10. Marketing and Communications Report-Eileen Paulin**

Eileen Paulin reported on the 2019 Docent Tour schedule alternating between morning and afternoon tours. She reported on the success of the tour on November 29 with Leisure World, Seal Beach conducted by Becky Jackson and Director Jim Matson stating since then our COO, Siobhan Foster, has been able to forge a relationship with Leisure World's Tim Cleary.

Ms. Paulin stated that New Resident Orientations have been moved to the Board Room with success. In addition to be able to use the large monitors for a live demo of the website, this introduces Residents to where to come to attend Board meetings. She

updated the committee on email correspondence through iContact, MarComm projects in Trello and CodeRED data entry, submissions and responses. Juanita Skillman asked that MarComm publicize access to manors through gates 2, 3 and 4 during the construction of the new gate arms at gate 1.

Ms. Paulin agreed to make all efforts to do this.

**Thrive-Beth Perak**

11. Adviser Lucy Parker reported on the Centenarians Project.

**ITEMS FOR DISCUSSION AND CONSIDERATION:**

12. **Revised Media and Communications Charter-Joan Milliman**

Chair Milliman reviewed the new charter with the committee and asked them to approve it as written. Director Annette Sabol Soule moved to approve the new charter. Director Pat English seconded the motion. Motion passed unanimously.

**ITEMS FOR FUTURE AGENDAS:**

13. **Policy Review on Photography and Filming in the Village-Eileen Paulin**

**CONCLUDING BUSINESS:**

15. **Committee Member Comments**

Director Maggie Blackwell stated she appreciates that the committee has done so much.

Director Soule wished everyone happy holidays.

Director English wished everyone happy holidays.

Director Bruninghaus wished everyone happy holidays.

Director Elsie Addington thanked staff and wished everyone happy holidays.

Ms. Paulin stated she is excited for Jackie Brown's maternity leave and reminded the committee that Ellyce Rothrock will be taking her place until April 2019.

15. **Date of Next Meeting—Monday, January 21, 2019, at 1:30 p.m. in the Board Room**
16. **Adjournment**  
Meeting was adjourned at 2:41 p.m.

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Joan Milliman, Chair  
Media and Communications Committee

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## STAFF REPORT

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**DATE:** January 21, 2019  
**FOR:** Media & Communication Committee  
**SUBJECT:** Broadband Services Update

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### **RECOMMENDATION**

Receive and file report.

### **BACKGROUND**

Regular monthly reports are submitted to Media & Communications Committee (MACC) for review. Included in Staff Report are the Contract Renewals, Analog Conversion Schedule, Subscriber Counts and the Proforma Operating Statement.

### **DISCUSSION**

The Broadband Services Division, including TV Operations, TV Studio, Media Services, High-Speed Internet, and Digital Services, are part of the Information Technology Department. Chuck Holland, Information Technology Director, will be providing Broadband Services updates on an ongoing base.

1. Contract Renewals
2. Subscriber Counts
3. Proforma Operating Statements

**Prepared By:** Chuck Holland, Information Services Director

**Reviewed By:** Eileen Paulin, Communications Director

**ATTACHMENT(S)**

## 2019 NBC Universal Rate Change

Network	Channel	Sub Count	Increase	2020 Rate	Increase	2021 Rate	Increase
Bravo	267	3,220	9%	█	4.00%	█	4.10%
CNBC	108	3,220	7%	█	5.50%	█	3.90%
E! Entertainment	273	3,220	22%	█	3.00%	█	7.60%
The Golf Channel	24	3,220	4%	█	4.50%	█	4.50%
KNBC - LA (In Market)	4	3,220	20%	█	17.00%	█	7.70%
KVEA - Los Angeles	52	3,220	29%	█	13.50%	█	11.80%
MSNBC	109	3,220	33%	█	5.30%	█	5.00%
NBC Sports Network	312	3,220	7%	█	7.70%	█	7.90%
Olympusat BYU	203	3,220	0%	0	0.00%	0	0.00%
Olympusat SonLife Broadcasting Net.	111	3,200	0%	0	0.00%	0	0.00%
Oxygen	138	3,220	-344%	█	1.60%	█	3.10%
Olympics Package		3,220	9%	█	0.00%	█	8.40%
SyFy	168	3,220	8%	█	3.80%	█	3.70%
Universal HD	483	3,220	0%	0	0.00%	0	0.00%
USA Network	143	3,220	8%	█	6.00%	█	5.70%
			13%		4.80%		4.90%



## 2019 Contract Renewals

Channel	Parent Company	Expiration Date	Estimated Increase	Negotiations
TVG2 Horse Racing TV	Betfair Group Network	3/31/2019	0%	NCTC
CSPAN	C-SPAN Networks	3/31/2019	5%	NCTC
C-SPAN 2	C-SPAN Networks	3/31/2019	0%	NCTC
C-SPAN 3	C-SPAN Networks	3/31/2019	0%	NCTC
Display Systems CH. 3 Guide	Display Systems International	5/6/2019	5%	Independent
BET	Viacom	9/30/2019	10%	NCTC
Comedy Central	Viacom	9/30/2019	10%	NCTC
A & E	A&E Television Networks	12/31/2019	10%	NCTC
Crime & Investigation	A&E Television Networks	12/31/2019	0%	NCTC
FYI	A&E Television Networks	12/31/2019	0%	NCTC
Viceland	A&E Television Networks	12/31/2019	10%	NCTC
History	A&E Television Networks	12/31/2019	10%	NCTC
Lifetime	A&E Television Networks	12/31/2019	10%	NCTC
Lifetime Movie Network	A&E Television Networks	12/31/2019	10%	NCTC
Military History Channel	A&E Television Networks	12/31/2019	0%	NCTC
Fox Business News	Fox Cable Network Services LLC	12/31/2019	10%	NCTC
Fox College Sports	Fox Cable Network Services LLC	12/31/2019	10%	NCTC
Fox News Channel	Fox Cable Network Services LLC	12/31/2019	10%	NCTC
Fox Sports 1	Fox Cable Network Services LLC	12/31/2019	10%	NCTC
Fox Sports Net - Prime Ticket	Fox Cable Network Services LLC	12/31/2019	25%	NCTC
Fox Sports Net West	Fox Cable Network Services LLC	12/31/2019	25%	NCTC
FX	Fox Cable Network Services LLC	12/31/2019	10%	NCTC
FX Movie	Fox Cable Network Services LLC	12/31/2019	10%	NCTC
FXX	Fox Cable Network Services LLC	12/31/2019	10%	NCTC
KCOP My 13	Fox Cable Network Services LLC	12/31/2019	15%	NCTC
KTTV Fox	Fox Cable Network Services LLC	12/31/2019	20%	NCTC
Nat Geo Wild	Fox Cable Network Services LLC	12/31/2019	10%	NCTC
National Geographic	Fox Cable Network Services LLC	12/31/2019	10%	NCTC
WGN America	Tower Distribution Co.	12/31/2019	5%	Independent
The Cowboy Channel	Family Network	12/31/2019	0%	NCTC

## 2019 Subscriber Counts

	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
<b>Subscriber Counts</b>									
Digital Subscribers	6,008	6,028	6,025	6,048	6,080	6,087	6,108	6,128	6,256
<b>Set-Top Boxes</b>									
DVR's	6,098	6,064	6,023	6,010	6,030	6,000	6,019	6,035	6,027
Standard	684	672	658	648	640	624	617	622	698
HD Standard	1,844	1,863	1,872	1,891	1,931	1,930	1,951	1,974	2,053
TiVo MG2	-	53	90	114	138	141	155	174	183
TiVo Qi3	-	62	91	109	132	135	151	171	182
DTA	-	404	402	401	396	395	393	389	388
HD Converter's	-	262	281	313	341	346	395	431	536
<b>Pay-TV</b>									
HBO	974	954	945	945	945	933	929	922	915
Cinemax	135	132	129	131	128	127	122	123	126
Showtime	485	481	483	475	473	464	461	463	453
Starz/Encore	329	322	318	315	315	310	309	323	325
PBC	17	16	15	15	15	13	13	13	13
<b>International Ch.</b>									
TV Asia	2	2	2	2	2	2	2	2	2
CTI-Zhong Tian	14	14	14	13	13	13	13	13	14
The Filipino Channel	45	44	44	44	45	47	45	45	45
CCTV4	9	9	9	9	10	10	10	10	10
Channel One Russia	11	11	11	11	11	11	11	12	12
tvK	7	7	6	8	8	8	9	9	9
TV5Monde	27	27	27	26	25	25	25	26	26
RAI Italia	7	6	6	7	7	6	7	8	9
TV Japan	47	49	50	50	50	49	50	50	50
Total International	169	169	169	170	171	171	172	175	177
<b>High Speed Data</b>									
High Speed Data	9,780	9,663	9,691	9,716	9,741	9,746	9,780	9,814	9,879

## STAFF REPORT

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**DATE:** January 21, 2018  
**FOR:** GRF Media and Communications Committee  
**SUBJECT:** Marketing and Communications Activities Report December 2018

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### **RECOMMENDATION**

Review Marketing and Communications Report.

### **BACKGROUND**

Marketing and Communications (MarComm) Staff prepare a monthly report for MACC. This report includes, but is not limited to, MarComm activities, website analytics, social media stats, Docent Tours, and New Resident Orientations.

### **DISCUSSION**

VMS MarComm Staff continues to proactively engage, inform and share vital information with Residents. The attached report presents engagement efforts in December through the iContact direct email service, flyers, newsletters and other tools used to disseminate news and information. The average open and click rates explain interest and engagement in the content disseminated.

MarComm Staff continues to assist other departments with flyers, brochures, posters, emails, letters and marquee slides.

Docent Tours continue as marketing outreach to potential residents. Docent Tours occur every Thursday at 1 p.m. and the fourth Saturday of the month at 9 a.m. Starting in January 2019 Docent tours will be held on the first and third Thursday of the month at 1 p.m. and the second and fourth Thursday of the month at 9 a.m. to offer variety in times. The fourth Saturday of the month at 9 a.m. will still be offered. Docents are scheduled for the entire year.

New Resident Orientations occur once a month for each Mutual, and are presented by one Staff member and a Board Member. To welcome new Residents, Staff continues writing letters and emailing new Residents. Third Mutual canceled the New Resident Orientation for December and United had 16 in attendance.

Workflow continues to be managed through Trello – an online project management system. Trello tracks work performed by Staff and freelance graphic artists to streamline content, which include deadlines, run sheets, writing, editing, fact checking, graphic design and distribution.

The weekly Friday eblast and monthly issue of the Village Breeze are distributed through iContact. More than 1,200 print copies of the Village Breeze are distributed at the library, club houses, The Towers and in the Community Center.

In late November, MarComm launched the *If We Can't Reach You, We Can't Notify You* campaign by including CodeRED forms in the annual budget mailing and on the website. Thousands of CodeRED forms have been returned to Ms. Jackson for data entry. So far 2,800 CodeRED forms have been turned in and imputed.

### **FINANCIAL ANALYSIS**

None.

**Prepared By:** Eileen Paulin, Marketing and Communications Manager  
Becky Jackson, Public Relations Specialist

**Reviewed By:** Siobhan Foster, COO

**Committee Routing:** None.

Docent Tours for December 2018							
Date	Attendance	Visitors	Residents	Web	Friend	Agent	Other
12/6/2018	21	16	5	14	4	1	2
12/13/2018	19	12	7	9	6		4
12/15/2018	20	18	2	18	2		
12/20/2018	16	13	3	5	4		7
12/27/2018	22	16	6	8	9		5

New Resident Calls for December 2018			
United Mutual		Third Mutual	
Dec-18	Count	Dec-18	Count
Signed up for NRO	6	Signed up for NRO	9
Previous Resident	1	Previous Resident	6
Already did NRO		Already did NRO	
Unable to Contact	4	Unable to Contact	10
Other	1	Other	
Total Called	12	Total Called	25

December 2018 iContact Report												
Date	Title	Contacts	Open	Bounce	Up Info.	Clicks	Smartphone	Tablet	Computer	Unsubscribe	Complained	
12/7/2018	What's Up	12,935	44.1%	0.4%	55.6%	24.0%	34.0%	23.0%	42.0%	10	3	
12/13/2018	Avoid Gates	12,921	43.6%	0.4%	56.1%	0.0%	41.0%	22.0%	36.0%	6	1	
12/13/2018	Breeze	12,910	44.0%	0.4%	55.7%	24.0%	33.0%	23.0%	43.0%	6	1	
12/14/2018	What's Up	12,906	43.5%	0.4%	56.2%	20.0%	35.0%	25.0%	40.0%	5	2	
12/19/2018	Employee NL	442	29.2%	0.0%	70.8%	23.0%	5.0%	2.0%	93.0%	0	0	
12/21/2018	What's Up	12,906	42.8%	0.4%	56.8%	23.0%	35.0%	26.0%	39.0%	8	1	
12/23/2018	Happy Holidays	12,906	39.9%	0.4%	59.8%	20.0%	36.0%	25.0%	39.0%	6	1	
12/27/2018	Recreation	12,894	41.2%	0.4%	58.5%	23.0%	36.0%	24.0%	40.0%	12	3	
12/28/2018	What's Up	12,879	41.7%	0.4%	58.1%	22.0%	36.0%	24.0%	40.0%	8	3	

<b>WORK FLOW</b>
<b>Recreation</b>
Performing Arts Ad (assigned 12/03/18)
Performing Arts Flyer - 8.5x11, 11x17, 24x36, Marquee (assigned 12/03/18)
Exercise Flyer - 8.5x11, 24x36 (assigned 12/05/18)
1-page Timeless Melodies Flyer - 8.5x11, 11x17, Marquee (assigned 12/11/18)
1-page Pour and Paint Flyer - 8.5x11, 24x36, 11x17, Marquee (assigned 12/12/18)
Performing Arts tri-fold brochure (assigned 12/19/18)
ESL marquee (assigned 12/21/18)
1-page Lunar New Year Flyer - 8.5x11, 24x36, 11x17, Marquee (assigned 12/21/18)
January Monthly Dinner Flyer Resize - 11x17, Marquee (assigned 12/21/18)
1-page Bio-Meridian Flyer (assigned 12/26/18)
1-page College Football Flyer - 8.5x11, 24x36, 11x17, Marquee (assigned 12/26/18)
1-page Parisian Flyer - 8.5x11, 24x36, 11x17, Marquee (assigned 12/27/18)
DEC18 - LWV EBLAST RECREATION JAN 122618
DEC18 - LWV FLYER RUBIN PAINTING CLASS
DEC18 - LWV FLYER STRESSLESS MEDITATION
DEC18 - LWV MARQUEE STRESSLESS
DEC18 - LWV POSTER 11x17 STRESSLESS
DEC18 - LWV GLOBE AD PAC 121718
DEC18 - LWV HOLIDAY HOURS 8.5x14 121118
<b>Marketing and Communications</b>
13-page December Village Breeze (assigned 12/10/18)
DEC18 - LWV EBLAST FRI 120718
DEC18 - LWV EBLAST FRI 121418
DEC18 - LWV EBLAST FRI 122118
DEC18 - LWV EBLAST FRI 122818
DEC18 - LWV EBLAST SPECIAL HOLIDAY 122118
DEC18 - LWV ORGANIZATION CHART 120718
<b>Human Resources</b>
5-page December Employee Newsletter (assigned 12/13/18)
<b>Security</b>
DEC18 - LWV DOOR HANGERS EMERGENCY
<b>Internal</b>
Recreation Sign for Irv's Birthday
Recreation Sign for drop in lounge TV
Bed Bug Letter (Third)
Third Copper Notice
Recreation Sign (Game Room)
Gym Sign (Light Covers)
CH 1 & CC Fitness Center Signs (no cash)
Holiday Hours CH1 and CC Fitness Centers
Pushmatic Replacement Letter
SS Brochure Redesign

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**RESOLUTION 90-03-68**

**WHEREAS**, the Board of Directors of this Corporation adopted Resolution G-94-26 on March 1, 1994, which approved the 1994 Recreation Standard Procedure Index (SPI's); and

**WHEREAS**, a recommendation has been made by the Community Activities Committee to propose a new SPI for the Recreation Administration – Access for Tours, Filming, and/or Photographing;

**NOW THEREFORE BE IT RESOLVED**, July 1, 2003, that the Board of Directors of this Corporation hereby adopts the attached SPI 600.041 (Recreation Administration – Access for Tours, Filming, and/or Photographing); and

**RESOLVED FURTHER**, that the officers and agents of this corporation are hereby authorized on behalf of the corporation to carry out the purpose of this resolution; and

**RESOLVED FURTHER**, that Resolution G-94-26, adopted March 1, 1994 is hereby amended.

**PREPARED BY PROFESSIONAL COMMUNITY MANAGEMENT, INC.  
RECREATION DIVISION FOR AND APPROVED BY  
THE GOLDEN RAIN FOUNDATION, LEISURE WORLD, LAGUNA WOODS**

**TITLE:** Policy **SPI:** 600.041  
**DATE:** *New*  
**7/03 Pending**  
**SECTION:** Recreation Administration Page 1 of 2  
Access for Tours, Filming, and/or Photographing

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The Golden Rain Foundation Board of Directors and their Staff are eager to promote the Leisure World community through tours and publicity. It should be noted that since Leisure World is a private gated community and residents expect a certain level of security, freedom to use their facilities without interruption, and personal privacy in their homes that Leisure World affords them, certain guidelines are required for community access.

This policy does not apply to media coverage of “breaking” news items covered by media such as newspapers or television; nor does this policy address requests made by residents personally for media access to the community.

- A. Any individual or group requesting to tour, photograph, and/or film any Leisure World facility, activity and/or individual using the GRF facility, and/or any of the scheduled Saddleback College Emeritus classes, must submit a request in writing or by Email to the Recreation Director and the Manager of Clubhouses/Fitness. The written request should include the purpose, an explanation of how/where the photographs and/or videos will be used, and the name of the business or organization making the request.
  
- B. If any Saddleback College Emeritus classes are included, Recreation will send a written request explaining all of the pertinent details to the Director of the Saddleback College Emeritus Institute to obtain clearance to access the classes. The Director of the Saddleback College Emeritus Institute will clear the request with each appropriate instructor and then notify the Recreation Division that the request is approved or denied.
  
- C. Once the request has been approved, the Recreation Division will notify the manager/supervisor of the appropriate facility. If any of the rooms the requestor wants to access will be occupied at the time, the facility manager/supervisor will obtain approval from the users of the room. Upon authorized entry to the facilities, staff, the producer and/or the photographer will acquire signatures on required release forms.

- D. When the College initiates the request, the College will handle all liability and insurance issues and take responsibility for the visitors. When staff or a Leisure World resident request access, GRF is responsible for the visitors.
- E. When the College requests a tour of any Leisure World facility, the Director of the Emeritus Institute will send a written request to the Leisure World Recreation Director explaining all of the pertinent details. The Recreation Director and/or the Manager of Clubhouses/Fitness will notify the Emeritus Director of an approval or denial.
- F. Scheduled ongoing tours, such as the Historical Society tours, will make the request once. The request must include the regular date, time, and areas to be toured/filmed/photographed.
- G. A minimum of three (3) day's notice is required in order for all necessary notifications to be made.
- H. Upon approval or denial of the request, the Recreation Division will notify the facility manager/supervisor, Director of the Emeritus Institute, Community Relations Public Information Specialist, and the requestor. In addition, the Recreation Division will notify the Security Division Watch Commander for gate clearance as needed.
- I. Contacts are Recreation Director at 597-4272, Manager of Clubhouses/Fitness at 597-4482 and Reservation Coordinator at 597-4227.

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