



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

**Monday, December 17, 2018 - 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 - Date**
- 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. Digital Pay Tier System Update-Chuck Holland**
- 10. Marketing and Communications Report-Eileen Paulin**
- 11. Thrive-Beth Perak**

**ITEMS FOR DISCUSSION AND CONSIDERATION:**

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

**ITEMS FOR FUTURE AGENDAS:**

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

**CONCLUDING BUSINESS:**

- 14. Committee Member Comments**
- 15. Date of Next Meeting-Monday, January 21, 2019**
- 16. Adjournment**



OPEN MEETING

THE GOLDEN RAIN FOUNDATION  
MEDIA AND COMMUNICATIONS COMMITTEE

Monday, November 19, 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, Jon Pearlstone, Ryna Rothberg, Advisers Lucy Parker and Steve Carmen.
- MEMBERS ABSENT:** Director Beth Perak and Adviser John Perak.
- OTHER'S PRESENT:** Dick Rader—VMS
- STAFF PRESENT:** Eileen Paulin, Chuck Holland, Paul Ortiz, Jackie Brown, Ellyce Rothrock, Siobhan Foster 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 September 17, 2018**  
Report was approved.
5. **Chair's Remarks**  
Chair Joan Milliman called the Committee's attention to the Charter that was distributed to the members and recited and explained the contents to ensure the members understand the roles and protocol of the Media and Communications Committee. The role is to review and recommend policy to the board of directors. Chair Milliman also reminded the committee members not to go directly to staff with MACC concerns, but to come to her, so as not to interfere with staff's workload. She recommended the Charter be refined by the December 2018 meeting. She welcomed the Committee and the new member Director Jon Pearlstone.

**6. Member Comments (Items not on the Agenda)**

Jeffrey Wu 5519 was called to speak explaining his digital television is not mapping the channel numbers correctly.

Chuck Holland agreed and suggested the only solution was to get a set top box.

Georgiana Willis 858-D was called to speak explaining problems she was having with font and spacing in her TV program listing.

Mr. Holland referred her to the article in the Blast on November 2, 2018 where she can learn to change the fonts and spacing on her list.

Doug Rook 30-F was called to speak and asked if residents might be consulted with movie selections on Village Television. He also talked about the volume during commercials.

Mr. Holland suggested Mr. Rook email or call Village Television with his suggestions. Regarding the volume on commercials Mr. Holland explained these cannot always be adjusted, but the station staff does the best it can. He suggested it helps if the Residents note the time, date and channel when the volume changes and report back to Mr. Ortiz with these specifics.

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

None.

**REPORTS:**

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

Mr. Holland reported on Contract Renewals, Analog Conversions, Subscriber Counts and Proforma Operating Statements. He talked about the costs associated with some contracts that are pending. The Broadband Services is in the final phase of analog channel removal which is planned for December 3, 2018. He noted there are approximately 6,200 digital broadband subscribers to date, which helps bring in more revenue that offsets the costs of television programming.

Mr. Holland reported on internet service outages and explained the partnership with Westcoast Internet and the steps being taken to improve service.

Mr. Holland reported on Proforma Broadband Services stating financials are on target.

Dick Rader 270-D was called to speak and asked about the waiting list for TiVo installation.

Mr. Holland explained the TiVo installation sometimes takes up to a day per customer, and there are only two people working on this, so the waiting list is longer than desired at this time.

**9. Digital Pay Tier System-Pricing Recommendations-Chuck Holland**

Mr. Holland reported on Digital Pay Tier System and made pricing recommendations based on costs that are being absorbed by the Community by CableCARDS and SD Digital Converter Access.

Director Annette Sabol Soule made a motion to make a recommendation to the GRF to pass the Pay Tier System proposed costs. Director Maggie Blackwell seconded the motion. The motion passed 6-2 (Directors Elsie Addington and Pearlstone opposed).

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

Eileen Paulin reported on the Blast from Friday, November 2, 2018, and how to use a link that appeared in one of the articles to change the font and colors in the subscriber's iGuide. Ms. Paulin also reported on the Power Point Presentations provided by MarComm for all Mutuals. She gave updates on iContact, Trello, Docent Tours and reaching out to new residents.

Ms. Paulin discussed Facebook analytics and demographics noting there are 21,078 new users and broke down age categories.

Ms. Paulin discussed current and upcoming communication projects including CodeRED, Waste Management, Real Estate Signs, Maintenance correspondence, fumigation, Resident Services Forms, Community Information Packet, Docent scripts and New Resident Orientation scripts.

**11. Real Estate Signage**

Ms. Paulin presented the new real estate designs to the Committee and reviewed the rules and current resolutions. She recommended the Committee take the designs to each board as a recommendation and update the current Resolutions.

Director Soule moved to recommend that representatives from the Committee approve the updated designs and present resolutions authorizing the updated real estate sign design to the Board of Directors for the Golden Rain Foundation, Third Mutual, United Mutual and Mutual No. Fifty for consideration in December. Following the introduction of the resolutions, each Board must postpone action for 30-days for Member comments and suggestions to comply with Civil Code Section 4360. Director Roy Bruninghaus seconded the motion. Motion passed unanimously.

Ms. Paulin will send committee members the existing resolutions regarding the rules for real estate signs in the Village.

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

Ms. Paulin asked that this topic be placed on the agenda for the meeting of the Committee. In the meantime, she would gather existing resolutions on the topic and distribute them for review.



**13. Thrive Report-Director Beth Perak**

In Director Beth Perak's absence, Adviser Lucy Parker reported the next Thrive meeting will take place Wednesday, November 28 at 1:30 p.m. in the Cypress Room.

**ITEMS FOR DISCUSSION AND CONSIDERATION:**

**ITEMS FOR FUTURE AGENDAS:**

**14. Docent Tours**

**CONCLUDING BUSINESS:**

**15. Committee Member Comments**

Adviser Steve Carmen enjoyed the reports from Staff.

Adviser Parker stated it was a good meeting.

Director Pearlstone thanked the Committee and Staff.

Director Addington thanked the Committee and Staff.

Director Soule thanked the Staff for their reports and hard work.

Mr. Holland followed up with CodeRED stating the value of obtaining resident's emergency information.

Director Ryna Rothberg wanted to make sure Mutual No. Fifty was included correctly in the Resolution for the new policy on real estate signs.

Chair Milliman thanked Staff for their outstanding work on the Year End Presentations for the mutuals and GRF.

**15. Date of Next Meeting—Monday, December 17, 2018, at 1:30 p.m. in the Board Room**

**16. Adjournment**

Meeting was adjourned at 3:38 p.m.

  
Joan Milliman, Chair  
Media and Communications Committee

## **STAFF REPORT**

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**DATE:** December 17, 2018  
**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)**

## 2018 Contract Renewals

Channel	Parent Company	Expiration Date	Current Rate	Estimated Increase	Estimated Rate
Bravo	NBC Universal	12/31/2018		10%	
CNBC Financial News	NBC Universal	12/31/2018		10%	
E! Entertainment	NBC Universal	12/31/2018		10%	
Golf Channel	NBC Universal	12/31/2018		10%	
KNBC	NBC Universal	12/31/2018		10%	
MSNBC	NBC Universal	12/31/2018		10%	
NBC Sports	NBC Universal	12/31/2018		10%	
Olympic Package	NBC Universal	12/31/2018		10%	
Oxygen	NBC Universal	12/31/2018		10%	
SyFy	NBC Universal	12/31/2018		10%	
Universal HD	NBC Universal	12/31/2018		10%	
USA	NBC Universal	12/31/2018		10%	
GSN-Game Show Network	Game Show Network, LLC	12/31/2018		3%	



## 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

## 2018 Subscriber Counts

### Subscriber Counts 2017-2018

	MAY	JUN	JUL	AUG	SEPT	OCT	NOV
<b>Subscriber Counts</b>							
Digital Subscribers	6,028	6,025	6,048	6,080	6,087	6,108	6,128
<b>Set-Top Boxes</b>							
DVR's	6,064	6,023	6,010	6,030	6,000	6,019	6,035
Standard	672	658	648	640	624	617	622
HD Standard	1,863	1,872	1,891	1,931	1,930	1,951	1,974
TiVo MG2	53	90	114	138	141	155	174
TiVo Qj3	62	91	109	132	135	151	171
DTA	404	402	401	396	395	393	389
HD Converter's	262	281	313	341	346	395	431
<b>Pay-TV</b>							
HBO	954	945	945	945	933	929	922
Cinemax	132	129	131	128	127	122	123
Showtime	481	483	475	473	464	461	463
Starz/Encore	322	318	315	315	310	309	323
PBC	16	15	15	15	13	13	13
<b>International Ch.</b>							
TV Asia	2	2	2	2	2	2	2
CTI-Zhong Tian	14	14	13	13	13	13	13
The Filipino Channel	44	44	44	45	47	45	45
CCTV4	9	9	9	10	10	10	10
Channel One Russia	11	11	11	11	11	11	12
tvK	7	6	8	8	8	9	9
TV5Monde	27	27	26	25	25	25	26
RAI Italia	6	6	7	7	6	7	8
TV Japan	49	50	50	50	49	50	50
Total International	169	169	170	171	171	172	175
<b>High Speed Data</b>							
High Speed Data	9,663	9,691	9,716	9,741	9,746	9,780	9,814

**Golden Rain Foundation of Laguna Woods  
Proforma Broadband Services Summary of Operations  
11/30/2018**

	<u>Cable Television</u>	<u>TV6</u>	<u>Ad Insertion</u>	<u>Internet</u>	<u>YTD ACTUAL</u>	<u>YTD BUDGET</u>
Revenues:						
Non-Assessment Revenues:						
<b>Merchandise Sales</b>						
41503500 - Merchandise Sales - Broadband	\$29,085	\$0	\$0	\$0	\$29,085	\$19,602
<b>Total Merchandise Sales</b>	<b>29,085</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>29,085</b>	<b>19,602</b>
<b>Clubhouse Rentals and Event Fees</b>						
42502500 - Clubhouse Event Fees - Non Residents	988	0	0	0	988	0
<b>Total Clubhouse Rentals and Event Fees</b>	<b>988</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>988</b>	<b>0</b>
<b>Broadband Services</b>						
45001000 - Ad Insertion	0	0	925,733	0	925,733	595,826
45001500 - Premium Channel	358,471	0	0	0	358,471	504,163
45002000 - Cable Service Call	87,545	0	0	0	87,545	82,500
45002500 - Cable Commission	88,259	0	0	0	88,259	39,413
45003000 - High Speed Internet	0	0	0	1,410,226	1,410,226	1,238,710
45003500 - Equipment Rental	1,531,327	0	0	15,400	1,546,727	1,433,663
45004000 - Video Production	0	44,500	0	0	44,500	59,576
45004500 - Video Re-Production	0	2,070	0	0	2,070	2,970
45005000 - Message Board	0	20,925	0	0	20,925	18,326
45005500 - Advertising	0	33,022	0	0	33,022	45,826
<b>Total Broadband Services</b>	<b>2,065,602</b>	<b>100,517</b>	<b>925,733</b>	<b>1,425,626</b>	<b>4,517,478</b>	<b>4,020,973</b>
<b>Miscellaneous</b>						
47001500 - Late Fee Revenue	5,245	0	0	0	5,245	9,163
49009000 - Miscellaneous Revenue	94	0	0	0	94	0
<b>Total Miscellaneous</b>	<b>5,339</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5,339</b>	<b>9,163</b>
<b>Total Non-Assessment Revenue</b>	<b>2,101,014</b>	<b>100,517</b>	<b>925,733</b>	<b>1,425,626</b>	<b>4,552,890</b>	<b>4,049,738</b>
Expenses:						
<b>Employee Compensation</b>						
51011000 - Salaries & Wages - Regular	480,718	350,267	208,596	7,427	1,047,008	1,117,475
51041000 - Wages - Overtime	15,373	8,231	4,863	41	28,509	2,970
51061000 - Holiday & Vacation	43,491	35,501	6,366	1,001	86,359	39,869
51071000 - Sick	11,213	4,193	2,834	81	18,321	32,524
51091000 - Missed Meal Penalty	274	2,410	145	15	2,844	1,375
51101000 - Temporary Help	0	0	0	0	0	913
51981000 - Compensation Accrual	3,043	463	(3,247)	281	540	9,152
<b>Total Employee Compensation</b>	<b>554,112</b>	<b>401,065</b>	<b>219,557</b>	<b>8,847</b>	<b>1,183,581</b>	<b>1,204,278</b>
<b>Compensation Related</b>						
52411000 - F.I.C.A.	40,442	29,265	14,195	590	84,493	91,025
52421000 - F.U.I.	509	341	84	9	943	1,202
52431000 - S.U.I.	4,500	3,015	742	77	8,334	6,010
52451000 - Workers' Compensation Insurance	38,319	30,413	2,591	311	71,633	99,250
52461000 - Non Union Medical & Life Insurance	46,258	38,805	10,560	517	96,140	124,063
52481000 - Non-Union Retirement Plan	13,005	11,533	8,912	0	33,450	46,065
52981000 - Compensation Related Accrual	(281)	(502)	(90)	13	(860)	1,463
<b>Total Employee Compensation and Related</b>	<b>142,751</b>	<b>112,870</b>	<b>36,995</b>	<b>1,518</b>	<b>294,134</b>	<b>369,078</b>
<b>Materials and Supplies</b>						
53001000 - Materials & Supplies	30,352	8,658	3,086	17	42,113	41,646
53004000 - Freight	728	10	50	0	789	0
<b>Total Materials and Supplies</b>	<b>31,081</b>	<b>8,668</b>	<b>3,136</b>	<b>17</b>	<b>42,902</b>	<b>41,646</b>
<b>Utilities and Telephone</b>						
53301000 - Electricity	122,654	0	0	0	122,654	119,500
<b>Total Utilities and Telephone</b>	<b>122,654</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>122,654</b>	<b>119,500</b>
<b>Legal Fees</b>						
53401500 - Legal Fees	0	0	0	0	0	3,663
<b>Total Legal Fees</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>3,663</b>
<b>Outside Services</b>						
53601500 - Credit Card Transaction Fees	50,126	0	6,224	0	56,349	8,250
53602500 - Licensing Fees	0	0	3,500	0	3,500	97,064

**Golden Rain Foundation of Laguna Woods  
Proforma Broadband Services Summary of Operations  
11/30/2018**

	<u>Cable Television</u>	<u>TV6</u>	<u>Ad Insertion</u>	<u>Internet</u>	<u>YTD ACTUAL</u>	<u>YTD BUDGET</u>
53704000 - Outside Services	250,112	71,793	4,854	0	326,758	153,527
<b>Total Outside Services</b>	<b>300,237</b>	<b>71,793</b>	<b>14,578</b>	<b>0</b>	<b>386,608</b>	<b>258,841</b>
<b>Repairs and Maintenance</b>						
53701000 - Equipment Repair & Maint	34,916	1,740	379	0	37,036	60,753
<b>Total Repairs and Maintenance</b>	<b>34,916</b>	<b>1,740</b>	<b>379</b>	<b>0</b>	<b>37,036</b>	<b>60,753</b>
<b>Other Operating Expense</b>						
53801000 - Mileage & Meal Allowance	0	81	2,447	0	2,529	7,194
53801500 - Travel & Lodging	0	825	33	0	858	9,108
53802000 - Uniforms	2,036	0	0	0	2,036	2,750
53802500 - Dues & Memberships	429	0	0	0	429	2,783
53803000 - Subscriptions & Books	0	0	58	0	58	88
53803500 - Training & Education	0	1,199	0	0	1,199	5,995
53804000 - Staff Support	15	12	0	3	29	0
53901500 - Volunteer Support	0	112	0	0	112	88
54002500 - Filing Fees / Permits	692	0	0	0	692	0
54502500 - Cable Promotions	0	0	1,542	0	1,542	3,201
<b>Total Other Operating Expense</b>	<b>3,172</b>	<b>2,229</b>	<b>4,080</b>	<b>3</b>	<b>9,484</b>	<b>31,207</b>
<b>Property and Sales Tax</b>						
54301500 - State & Local Taxes	2,092	149	0	0	2,241	220
<b>Total Property and Sales Tax</b>	<b>2,092</b>	<b>149</b>	<b>0</b>	<b>0</b>	<b>2,241</b>	<b>220</b>
<b>Cable Programming/Copyright/Franchise</b>						
54501000 - Cable - Programming Fees	4,293,154	0	0	0	4,293,154	4,216,663
54501500 - Cable - Copyright Fees	36,222	0	0	0	36,222	36,663
54502000 - Cable - City of Laguna Woods Franchise Fees	158,299	4,386	32,512	0	195,197	192,764
<b>Total Cable Programming/Copyright/Franchise</b>	<b>4,487,676</b>	<b>4,386</b>	<b>32,512</b>	<b>0</b>	<b>4,524,573</b>	<b>4,446,090</b>
<b>Uncollectible Accounts</b>						
54602000 - Bad Debt Expense	5,515	0	1,875	0	7,390	30,690
<b>Total Uncollectible Accounts</b>	<b>5,515</b>	<b>0</b>	<b>1,875</b>	<b>0</b>	<b>7,390</b>	<b>30,690</b>
<b>Total Expenses</b>	<b>5,684,206</b>	<b>602,900</b>	<b>313,112</b>	<b>10,384</b>	<b>6,610,602</b>	<b>6,565,966</b>
<b>Net Revenue/(Expense)</b>	<b>(\$3,583,192)</b>	<b>(\$502,382)</b>	<b>\$612,621</b>	<b>\$1,415,242</b>	<b>(\$2,057,712)</b>	<b>(\$2,516,228)</b>

## **STAFF REPORT**

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**DATE:** December 17, 2018  
**FOR:** GRF Media and Communications Committee  
**SUBJECT:** Marketing and Communications Activities Report November 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 November 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. The attached reports reflect the activity for these meetings in the month of November. Reports include attendance and how individuals learned about the Community.

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 and in the Community Center.

On Thursday, November 29, 16 representatives from Leisure World Seal Beach visited Laguna Woods Village and had a private tour led by Becky Jackson, Public Relations Specialist and GRF Director Jim Matson. The Leisure World Seal Beach representatives were housing mutual and GRF board members and staff. The representatives learned about Laguna Woods Village gate arm technology, governance and how our Boards of Directors implement improvements in the Community. The representatives met with Chief Tim Moy and Chuck Holland, Director of Information Technology to review technology, including Granicus. The representatives were very impressed and appreciative for the tour.

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.

The contact list will be used for CodeRED notifications. CodeRED is an emergency notification system that the Village uses to notify Residents when it is determined there is a significant emergency or dangerous situation. CodeRED is used to transmit brief, urgent messages to the Village community and transmits messages via text, phone and /or email.

### **FINANCIAL ANALYSIS**

None.

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

**Reviewed By:** Siobhan Foster, COO

**Committee Routing:** None.



### New Resident Orientation Attendance

United			Third		
Date	Attend	Director	Date	Attend	Director
1/10/2018	28	Skillman	Cancel	0	
2/2/2018	22	Dorrell	2/21/2018	27	Moldow
3/14/2018	29	Tibbetts	3/16/2018	20	Caine
4/6/2018	27	Blackwell	4/18/2018	13	Tung
5/9/2018	22	Morrison	5/18/2018	26	Carpenter
6/1/2018	0	Cancel	6/20/2018	24	Walsh
7/11/2018	22	Skillman	7/20/2018	13	Frankel
8/3/2018	14	English	8/15/2018	24	Bruninghaus
9/12/2018	23	Achrekar	9/21/2018	40	Baum
10/5/2018	18	Skillman	10/17/2018	16	Bruninghaus
11/14/2018	11	Armendariz	11/16/2018	32	Parsons
12/7/2018	12	Skillman	12/19/2018	0	Cancel
Total YTD	228		Total YTD	235	

### Docent Tours in November

Date	Attend	Resident	Non-R	Internet	Other
11/1/2018	22	8	14	4	18
11/8/2018	21	7	14	3	18
11/15/2018	21	6	15	10	11
11/29/2018	22	5	17	2	20
Total Guests	86				

### November 2018 iContact

Date	Title	Contacts	Open	Bounce	No Info.	Clicks	Smartphone	Tablet	Computer	Unsubscribed	Bounced
1-Nov	Easy Rider	12,594	42.2%	0.4%	57.5%	5.0%	35.0%	25.0%	40.0%	6	2
2-Nov	What's Up	13,050	44.0%	0.3%	55.7%	19.0%	34.0%	24.0%	42.0%	12	4
7-Nov	Breeze	13,041	44.2%	0.4%	55.5%	24.0%	32.0%	24.0%	45.0%	12	4
9-Nov	What's Up	13,031	43.7%	0.4%	56.0%	24.0%	34.0%	23.0%	43.0%	9	4
16-Nov	What's Up	13,021	44.7%	0.8%	54.6%	25.0%	35.0%	24.0%	41.0%	9	1
21-Nov	What's Up	12,978	43.1%	0.5%	56.5%	22.0%	36.0%	22.0%	42.0%	10	2
19-Nov	ENL	447	31.3%	0.0%	68.7%	20.0%	6.0%	1.0%	93.0%	0	0
29-Nov	Easy Rider	12,543	41.5%	0.5%	58.1%	6.0%	37.0%	23.0%	39.0%	10	2
30-Nov	Recreation	12,531	40.9%	0.5%	58.7%	21.0%	36.0%	23.0%	41.0%	6	3
30-Nov	What's Up	12,951	42.2%	0.5%	57.4%	223.0%	33.0%	25.0%	42.0%	14	2

### November 2018 Trello

Dept.	Title	PPT	Marquis	Brochure	Newsletter	Flyer	11x17 Poster	24x36 Poster	Dept. Email	Website	Friday Blast	Globe	Letter	Other	Total	Dept. Tot.
GRF	Real Estate Signs													1	1	1
Soc Sv	Brochure			1											1	1
Recre	Line Dancing		1			1	1	1	1	1		1			7	
	Fitness Center Hours		1								1				2	
	Holiday Buffet		1			1	1	1	1	1		1			7	
	Holiday Festival		1			1	1	1	1	1		1			7	
	Movie Night		1			1	1	1	1	1		1			7	
	Veterans Day Program		1			1	1	1	1	1		1			7	
	Volunteer Luncheon		1			1	1	1	1	1		1		1	8	
	Golf Punch Cards													1	1	
	Rockin New Year's Eve		1			1	1	1	1	1		1			7	
	Tis the Season		1			1	1	1	1	1		1			7	60
MarCom	Raining Day Notice			1											1	
	Veterans Day Hours			1											1	
	Friday Blast 11-16-18										1				1	
	Friday Blast 11-9-18										1				1	
	Org. Chart													1	1	
	Friday Blast 11-2-18										1				1	
	Breeze				1				1						2	8
Trans	Easy Rider				1				1	1					3	3
HR	Employee Newsletter				1				1						2	
Security	DPTF Door Hangers													1	1	
	Newsletter				1				1						2	3

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## RESOLUTION 90- 14-17

### GOLDEN RAIN FOUNDATION OF LAGUNA WOODS MEDIA AND COMMUNICATIONS COMMITTEE CHARTER

WHEREAS, the Media and Communications Committee (formerly the Broadband Committee) has been established pursuant to Article 7, Section 7.1.1 of the Bylaws of the Corporation; and

NOW THEREFORE BE IT RESOLVED, Date, that the Board of Directors of this Corporation hereby assigns the duties and responsibilities of this Media and Communications Committee, as follows:

1. Perform the duties imposed upon all standing committees as set forth in the resolution entitled Comply with Resolution G-89-95, "General Duties of Standing Committees,," adopted October 3, 1989.
2. Promote communications to the community by every medium available.
3. Cooperate with the management on issues pertaining to Ensure the maintenance and operation of GRF Broadband and cable services system, the website and all printed materials and publications under the committee's jurisdiction.
4. Serve as liaison between the GRF Board, Broadband Services and Community Relation Division personnel.
5. Disseminate website statistics on a bi-monthly basis, and other reports, as requested.
6. Work with GRF committees and to the GRF Board of Directors on matters related to areas of responsibility in this Charter.
7. Review the capital requirements, service levels, and projected revenue related to the GRF Broadband Services Division, other activities referenced in this Charter, and make recommendations to the GRF Business Planning Committee.
8. Review all unbudgeted requests for equipment, or programs, etc. originated by the GRF Broadband Services Division and other activities referenced in this Charter, and recommend appropriate action to the Finance Committee.
9. Ensure that the Headend and TV-6 facilities, equipment and operations owned or managed by this corporation are maintained as necessary to sustain a consistent level of performance to meet the requirements of the Community, City of Laguna Woods franchise agreement, and FCC regulations.
10. Maintain effective communications and relationships with external jurisdictions; monitor federal, state, county and local government jurisdictions regarding the impact that proposals/actions may have on the GRF Broadband Services cable system (FCC Rules and Regulations, U.S. Government,

California State Government, City of Laguna Woods, neighboring cities, planned communities, etc.) and make recommendations to the GRF Board regarding said impacts.

11. Direct the managing agent to prepare specifications and contracts used for procurement of programming, services, and commercial advertisements. Review and modify criteria as appropriate.
12. Direct the managing agent to implement capital plan projects per Board approved scope of work.
13. Work to promote the optimum and most efficient use of Headend and TV-6 facilities and services.
14. Serve as a liaison between the GRF Board and the managing agent to ensure that broadband services and any associated equipment are appropriate for the intended services.
15. Consider all issues pertaining to the maintenance and operation of the GRF Broadband Services cable system, and make recommendations to all Boards as necessary.
16. Promote good relations, customer service and communication between the residents of Laguna Woods Village, the Golden Rain Foundation, the housing corporations and the relevant service providers; including marketing of broadband services and customer support services.
17. Perform such other duties as may be assigned by the GRF Board of Directors.



RESOLUTION 90- 14-17  
GOLDEN RAIN FOUNDATION OF LAGUNA WOODS  
MEDIA AND COMMUNICATIONS COMMITTEE CHARTER

**WHEREAS**, the Media and Communications Committee (formerly the Broadband Committee) has been established pursuant to Article 7, Section 7.1.1 of the Bylaws of the Corporation; and

**NOW THEREFORE BE IT RESOLVED**, Date, that the Board of Directors of this Corporation hereby assigns the duties and responsibilities of this Media and Communications Committee, as follows:

1. ~~Perform the duties imposed upon all standing committees as set forth in the resolution entitled~~ Comply with Resolution G-89-95, "General Duties of Standing Committees," adopted October 3, 1989.

**GENERAL DUTIES OF STANDING COMMITTEES**

I. Advise and recommend to the Board, goals, policies and expectations in the committee's area of concern, and in management's divisional performance, for the purpose of evaluating ongoing experience; these goals, policies and expectations should be quantifiable or otherwise measurable, wherever possible and appropriate.

II. Assure mutual understanding, between committee and respective management division, of approved goals, policies and expectations.

III. Keep informed generally regarding the extent and quality of operational performance.

IV. Seek an acceptable level of congruence among board expectations, management performance and, generally, resident experience and desire.

V. Seek optimum benefit/cost results in the committee's area of concern.

VI. Review on a continuing basis the long-range needs of the ~~Leisure World~~ **Laguna Woods Village** community, its residents, facilities, services and programs, within the committee's area of concern, and develop information that will assist this corporation, or the housing corporations, in addressing anticipated future needs within their areas of responsibility. Forward recommendations and information based on said review to the Board of Directors of this corporation, to other standing committees of this corporation, or to other governance entities as appropriate.

2. Promote two-way communications within the community by every medium available.
3. ~~Cooperate with the management on issues pertaining to~~ Ensure the maintenance and operation of GRF Broadband and cable services system, the website, social media, and all publications and broadcasts under the committee's jurisdiction.
4. Serve as liaison between the GRF Board, Broadband Services, and Marketing and Communications Division.
5. ~~Disseminate website statistics on a bi-monthly basis, and other reports, as requested.~~
6. Work with GRF committees and GRF Board of Directors on matters related to areas of responsibility in this Charter.
7. Review the capital requirements, service levels, and projected revenue related to the GRF Broadband Services Division, other activities referenced in this Charter, and make recommendations to the GRF Business Planning Committee.
8. Review all ~~unbudgeted~~ **non-budgeted** requests ~~for equipment, or programs, etc.~~ originated by the GRF Broadband Services Division, the Marketing and Communications (MarComm) Division or the CEO/GM ~~and other activities referenced in this Charter~~, and recommend appropriate action to the Finance Committee.
9. Ensure that the Headend (Broadband office? define) and Village Television facilities, equipment and operations owned or managed by this corporation are maintained as necessary to sustain a consistent level of performance to meet the requirements of the Community, **the** City of Laguna Woods franchise agreement, and FCC regulations.
10. ~~Maintain effective communications and relationships with external jurisdictions; monitor federal, state, county and local government jurisdictions regarding the impact that proposals/actions may have on the GRF Broadband Services cable system (FCC Rules and Regulations, U.S. Government, California State Government, City of Laguna Woods, neighboring cities, planned communities, etc.) and make recommendations to the GRF Board regarding said impacts.~~
11. Direct the managing agent to prepare specifications and contracts used for procurement of programming, services, and commercial advertisements. Review and modify criteria as appropriate.
12. Direct the managing agent to implement capital plan projects per Board-approved scope of work.
13. ~~Work to promote the optimum and most efficient use of Headend (define) and TV-6 facilities and services.~~
14. Serve as a liaison between the GRF Board and the managing agent to ensure that **all communication broadband** services, and any associated equipment, are appropriate for the intended services,
15. ~~Consider all issues pertaining to the maintenance and operation of the GRF Broadband Services cable system, and make recommendations to all Boards, as necessary.~~
16. ~~Promote good relations, customer service and communication between the residents of Laguna Woods Village, the Golden Rain Foundation, the housing corporations and the relevant service providers; including marketing of broadband services and customer support services.~~
17. Perform such other duties as may be assigned by the GRF Board of Directors.

**Comment [JR1]:** Do we want to say COO in lieu of GM? We no longer have a GM.

**Deleted:** TV-6

RESOLUTION 90- 14-17  
GOLDEN RAIN FOUNDATION OF LAGUNA WOODS  
MEDIA AND COMMUNICATIONS COMMITTEE CHARTER

**WHEREAS**, the Media and Communications Committee (formerly the Broadband Committee) has been established pursuant to Article 7, Section 7.1.1 of the Bylaws of the Corporation; and

**NOW THEREFORE BE IT RESOLVED**, <Date>, that the Board of Directors of this Corporation hereby assigns the duties and responsibilities of this Media and Communications Committee, as follows:

1. Comply with Resolution G-89-95, "General Duties of Standing Committees," adopted October 3, 1989.

**GENERAL DUTIES OF STANDING COMMITTEES**

- I. Advise and recommend to the Board, goals, policies and expectations in the committee's area of concern, and in management's divisional performance, for the purpose of evaluating ongoing experience; these goals, policies and expectations should be quantifiable or otherwise measurable, wherever possible and appropriate.
  - II. Assure mutual understanding, between committee and respective management division, of approved goals, policies and expectations.
  - III. Keep informed generally regarding the extent and quality of operational performance.
  - IV. Seek an acceptable level of congruence among board expectations, management performance and, generally, resident experience and desire.
  - V. Seek optimum benefit/cost results in the committee's area of concern.
  - VI. Review on a continuing basis the long-range needs of the Laguna Woods Village community, its residents, facilities, services and programs, within the committee's area of concern, and develop information that will assist this corporation, or the housing corporations, in addressing anticipated future needs within their areas of responsibility. Forward recommendations and information based on said review to the Board of Directors of this corporation, to other standing committees of this corporation, or to other governance entities as appropriate.
2. Promote two-way communications within the community by every medium available.
  3. Ensure the maintenance and operation of GRF Broadband and cable services system, the website, social media, and all publications and broadcasts under the committee's jurisdiction.

4. Serve as liaison between the GRF Board, Broadband Services, and Marketing and Communications Division.
5. Work with GRF committees and GRF Board of Directors on matters related to areas of responsibility in this Charter.
6. Review the capital requirements, service levels, and projected revenue related to the GRF Broadband Services Division, other activities referenced in this Charter, and make recommendations to the GRF Business Planning Committee.
7. Review all non-budgeted requests originated by the GRF Broadband Services Division, the Marketing and Communications (MarComm) Division or the CEO/COO, and recommend appropriate action to the Finance Committee.
8. Ensure that the Headend, Broadband and Village Television facilities, equipment and operations owned or managed by this corporation are maintained as necessary to sustain a consistent level of performance to meet the requirements of the Community, the City of Laguna Woods franchise agreement, and FCC regulations.
9. Direct the managing agent to prepare specifications and contracts used for procurement of programming, services, and commercial advertisements. Review and modify criteria as appropriate.
10. Direct the managing agent to implement capital plan projects per Board-approved scope of work.
11. Serve as a liaison between the GRF Board and the managing agent to ensure that all communication services, and any associated equipment, are appropriate for the intended services-and make recommendations to all Boards, as necessary.
12. Perform such other duties as may be assigned by the GRF Board of Directors.