



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

**Monday, April 16, 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-Wednesday, March 14, 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 Update-Chuck Holland**
 - a. ProForma Operating Statement
 - b. Subscriber Counts
 - c. Analog Conversion Schedule
 - d. Lutheran Church Internet Update

- 9. Contract Renewals-Chuck Holland**
 - a. Contract Renewals Report
- 10. Marketing and Communications Report-Eileen Paulin**
 - a. Marketing and Communications Activities Report-Heather Rasmussen
 - . Village Breeze-Eileen Paulin
 - c. Thrive Project-Beth Perak
-Instagram-Heather Rasmussen
 - d. Staffing Updates-Eileen Paulin
- 11. Tours and Orientation-Eileen Paulin**
 - a. Docent Tours
 - . New Resident Orientation
- 12. Communication Plan-Eileen Paulin**

ITEMS FOR DISCUSSION AND CONSIDERATION:

- 13. Broadband, Village Television and Media 55 Logos**
Broadband, Village Television and Media Services 55 Logos

ITEMS FOR FUTURE AGENDAS

- 14. Placing a Digital Display at Clubhouses**

CONCLUDING BUSINESS:

- 15. Committee Member Comments**
- 16. Date of Next Meeting--Monday, May 21, 2018 at 1:30 p.m. in the Board Room**
- 17. Adjournment**



OPEN MEETING

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

Wednesday, March 14, 2018 – 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 Diane Phelps, Roy Bruninghaus, Burt Baum, Maggie Blackwell, Judith Troutman, Ryna Rothberg, Juanita Skillman and Adviser Lucy Parker

MEMBERS ABSENT: Directors Beth Perak, Susan Caine, Steven Leonard and Advisers John Perak and Steve Carman

OTHERS PRESENT: None

STAFF PRESENT: Eileen Paulin, Chuck Holland, Heather Rasmussen, Paul Ortiz and Becky Jackson.

1. Call to Order
Chair Joan Milliman called the meeting to order at 1:31 p.m.
2. Acknowledgment of Press
Chair Milliman acknowledged Paul Ortiz from Village Television.
3. Approval of Agenda
Agenda was approved unanimously.
4. Approval of Meeting Report from February 15, 2018
Report from February was approved unanimously.
5. Chair's Remarks
Chair Milliman welcomed the Committee and appreciated the efforts of rescheduling. She expressed excitement over Thrive, Breeze and the future communication plans.
6. Member Comments
Bill Perry was called to speak on behalf of Pastor Leland Lantz and the Lutheran Church of the Cross. He talked about the services the church offers for the parishioners of the community. He asked the Committee to consider authorization allowing the church to tap into Village Broadband to reduce costs of internet access for the church. The Church would pay fees associated with the cost of having internet.
Director Judith Troutman was in favor and thought it would enhance our good neighbor policy. Subsequently making a motion to have staff look into this.

Director Maggie Blackwell cautioned the committee and would like to first consult the attorney and is not sure of the precedent it would set for future requests.

Mr. Holland mentioned the fact that there were other commercial buildings currently sharing our internet.

Director Diane Phelps seconded Director Troutman's motion to have staff look into this.

Motion to have staff look into the cost and feasibility of allowing the church to use a Village fiber node was passed by unanimous consent.

Chuck Holland will look into the cost associated, check to see if there is a fiber node in their area, and add them on. He asked for their contact information and will let them know what the ballpark cost will be. Information was given to Becky Jackson.

REPORTS:

7. Broadband Update

a. ProForma Operating Statement

Mr. Holland gave a report on the ProForma Operating Statement, which includes financials of all services provided.

b. Subscriber Counts

Mr. Holland gave an overview of February subscriber counts, which show an increasing trend. He also reviewed the associated financials.

Director Troutman asked about the increase in subscribers and how that affects internet speed.

Mr. Holland assured the Committee that services will increase to meet the demands, when the time comes in three years.

Director Juanita Skillman discussed the large interest in Philippine, Hispanic and Japanese channels and asked if there are efforts to reach out to the increasing Chinese community and asked staff to make efforts to reach out to this population.

Mr. Ortiz told the Committee interest in the Philippine channel was associated with caregivers.

Heather Rasmussen will look into Director Skillman's request to communicate with the Chinese community.

c. Analog Conversion Schedule

Mr. Holland reported the next conversion will take place in April 9, 2018, removing WGN Superstation, History Channel, Travel Channel, BBC American, American Movie Classics, Arts & Entertainment, Discovery Channel and National Geographic from analog. He mentioned the crawl informing residents of the conversion and if they have any questions to contact Resident Services.

8. Contract Renewals

Mr. Holland gave a report on contract renewals and residents requests for Big 10 and PAC 12. He asked the committee if they wanted to pick up the costs associated with adding these channels.

Chair Milliman asked what costs would be associated in adding Big 10 and PAC 12.

Paul Ortiz informed the committee they were not permitted to discuss costs in open session.

Director Skillman expressed concern of the precedence this would set for requests of other channels.

Committee agreed with Director Skillman and any interest in pursuing PAC 12 or Big 10 was stopped.

Mr. Holland gave a report on the budgeted 10 percent increase for NBC Universal after the three-year term expires and smaller budgeted increases for Game Show Network, LLC and Premium-SNI.

9. Review Broadband, Village Television and Media 55 Logos

Eileen Paulin reported on the logo designs from last meeting and how there were concerns that they were not close enough to brand. Subsequently, she presented new logos that were in brand colors and styles created by Giovanni Dizon.

The Committee liked these new logos and will review them to make a decision in the next meeting.

10. Communications Report

a. Marketing and Communications Activities Report

Ms. Rasmussen reported on the New Resident Orientation, Docent Tour attendance and the Media.

Ms. Rasmussen talked about the topics for the Breeze, Employee Newsletter and Blasts. She mentioned the increasing engagement, number of press releases and Facebook Analytics due to the shooting on February 6, 2018.

Director Burt Baum requested another section for miscellaneous email communications.

Ms. Rasmussen will include this in her future reports.

Director Ryna Rothberg asked about the Tower's involvement in Docent Tour and New Resident Orientations and lack thereof.

Ms. Paulin directed Director Rothberg to follow-up with Ms. Jackson to make sure the Towers are included.

b. Village Breeze Update

Ms. Rasmussen gave an update on the Breeze and timelines.

Director Rothberg mentioned their writer for the Towers was unaware of the deadlines.

Ms. Rasmussen will send another schedule to them.

c. Thrive Update

Ms. Paulin reported on her meeting with Pat Wilkinson and Cathy Brians regarding the Tree Walk Brochure and mentioned this would be an interesting Thrive segment.

11. Communication Plan Update

Ms. Paulin reported on the Docent Tours and New Resident Orientations and how she would like to see Public Relations and Marketing staff have more involvement.

ITEMS FOR DISCUSSION AND CONSIDERATION:

12. Items for Future Agendas

a. Docent Tours

Ms. Paulin talked about the frequent changes in community information and would like to see Ms. Jackson take over tours starting in April 2018. This would include taking the tour by the Towers and providing updated information until more training can be established and a script written for Docents. Success will be measured by feedback from participants through surveys and follow-up phone calls. She asked the Committee for their support in these changes.

Committee members agreed this would eliminate some of the problems that have occurred during these tours.

Director Baum would like to see the conversion rate from participants of the Docent Tours to those who make a purchase.

Director Phelps asked staff to include determining if the Docent Tour was successful during the New Resident Orientation scheduling.

Ms. Rasmussen will include inquiring if tourists made a purchase based on the Docent Tour.

Director Troutman asked about the welcome packets and if they were still being utilized.

Ms. Rasmussen told the committee that welcome packets have been taken over by Resident Services.

Mr. Holland will request the welcome packet and report on the contents for the next meeting.

b. New Resident Orientations

Ms. Paulin mentioned the idea of utilizing a flash drive to scale back on paperwork and

will follow-up on plans for an updated new resident video.

Chair Milliman agreed to discuss this in next month's meeting.

ITEMS FOR FUTURE AGENDAS:

Chair Milliman would like to see the following on next month's agenda

- Welcome packets
- Internet access for Lutheran church
- Docent Tours
- New Resident Orientation Video
- Logos

CONCLUDING BUSINESS:

12. Committee Member Comments
None

13. Next meeting – April 16, 2018, at 1:30 p.m. in the Board Room.

14. Adjournment at 3:07 p.m.


Joan Milliman, Chair
Media and Communications Committee

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STAFF REPORT

DATE: April 16, 2018
FOR: Media & Communication Committee
SUBJECT: Broadband Services Update

RECOMMENDATION

Receive and file report.

BACKGROUND

Regular monthly reports are submitted to Media & Communications Committee (MACC) for review. The Broadband Services Subscriber Accounts report is Attachment 1 and the Broadband Expenses and Revenue/Operating Statement is Attachment 2. The phase three Analog Conversion Schedule is Attachment 3.

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.

FINANCIAL ANALYSIS

None

Prepared By: Chuck Holland – Information Services Director

Reviewed By: Eileen Paulin – Communications Director

ATTACHMENT(S)

Attachment 1: Broadband Services Subscriber Accounts

Attachment 2: Statements of Expenses and Revenues/Operating Statement

Attachment 3: Analog Conversion Schedule Phase 3

Golden Rain Foundation of Laguna Woods
Proforma Broadband Services Summary of Operations
2/28/2018

	<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:						
Merchandise Sales						
41503500 - Merchandise Sales - Broadband	\$4,575	\$0	\$0	\$0	\$4,575	\$3,564
Total Merchandise Sales	4,575	0	0	0	4,575	3,564
Broadband Services						
45001000 - Ad Insertion	0	0	120,756	0	120,756	108,332
45001500 - Premium Channel	66,234	0	0	0	66,234	91,666
45002000 - Cable Service Call	13,220	0	0	0	13,220	15,000
45002500 - Cable Commission	3,316	0	0	0	3,316	7,166
45003000 - High Speed Internet	0	0	0	253,553	253,553	225,220
45003500 - Equipment Rental	270,446	0	0	2,800	273,246	260,666
45004000 - Video Production	0	6,075	0	0	6,075	10,832
45004500 - Video Re-Production	0	293	0	0	293	540
45005000 - Message Board	0	2,875	0	0	2,875	3,332
45005500 - Advertising	0	5,684	0	0	5,684	8,332
Total Broadband Services	353,216	14,927	120,756	256,353	745,252	731,086
Miscellaneous						
47001500 - Late Fee Revenue	877	0	0	0	877	1,666
Total Miscellaneous	877	0	0	0	877	1,666
Total Non-Assessment Revenue	358,668	14,927	120,756	256,353	750,704	736,316
Expenses:						
Employee Compensation						
51011000 - Salaries & Wages - Regular	74,937	56,691	37,364	1,397	170,389	194,334
51041000 - Wages - Overtime	1,860	1,148	611	7	3,626	540
51061000 - Holiday & Vacation	8,474	7,569	1,233	214	17,490	6,901
51071000 - Sick	2,397	1,625	350	0	4,372	5,629
51091000 - Missed Meal Penalty	100	348	24	2	474	250
51101000 - Temporary Help	0	0	0	0	0	166
51981000 - Compensation Accrual	6,639	5,979	(2,373)	452	10,697	1,664
Total Employee Compensation	94,408	73,360	37,209	2,072	207,049	209,484
Compensation Related						
52411000 - F.I.C.A.	6,423	4,941	2,910	121	14,395	15,825
52421000 - F.U.I.	415	238	84	4	742	601
52431000 - S.U.I.	3,668	2,107	742	39	6,556	3,005
52451000 - Workers' Compensation Insurance	6,183	5,521	463	87	12,254	17,188
52461000 - Non Union Medical & Life Insurance	8,680	7,107	1,926	92	17,804	22,590
52481000 - Non-Union Retirement Plan	2,278	1,631	1,583	0	5,493	8,010
52981000 - Compensation Related Accrual	1,213	1,226	692	82	3,212	266
Total Employee Compensation and Related	28,860	22,771	8,399	425	60,456	67,485
Materials and Supplies						
53001000 - Materials & Supplies	7,016	1,451	308	12	8,787	7,572
53004000 - Freight	274	0	0	0	274	0
Total Materials and Supplies	7,291	1,451	308	12	9,061	7,572
Utilities and Telephone						
53301000 - Electricity	19,488	0	0	0	19,488	27,100
Total Utilities and Telephone	19,488	0	0	0	19,488	27,100
Legal Fees						
53401500 - Legal Fees	0	0	0	0	0	666
Total Legal Fees	0	0	0	0	0	666
Outside Services						
53601500 - Credit Card Transaction Fees	4,364	0	942	0	5,305	1,500
53602500 - Licensing Fees	0	0	0	0	0	17,648

Golden Rain Foundation of Laguna Woods
Proforma Broadband Services Summary of Operations
2/28/2018

	<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	40,022	4,929	350	0	45,300	27,914
Total Outside Services	44,385	4,929	1,292	0	50,606	47,062
Repairs and Maintenance						
53701000 - Equipment Repair & Maint	20,896	0	0	0	20,896	11,046
Total Repairs and Maintenance	20,896	0	0	0	20,896	11,046
Other Operating Expense						
53801000 - Mileage & Meal Allowance	0	0	357	0	357	1,308
53801500 - Travel & Lodging	0	0	3	0	3	1,656
53802000 - Uniforms	264	0	0	0	264	500
53802500 - Dues & Memberships	0	0	0	0	0	506
53803000 - Subscriptions & Books	0	0	0	0	0	16
53803500 - Training & Education	0	0	0	0	0	1,090
53901500 - Volunteer Support	0	0	0	0	0	16
54002500 - Filing Fees / Permits	86	0	0	0	86	0
54502500 - Cable Promotions	0	0	552	0	552	582
Total Other Operating Expense	350	0	912	0	1,262	5,674
Property and Sales Tax						
54301500 - State & Local Taxes	329	21	0	0	350	40
Total Property and Sales Tax	329	21	0	0	350	40
Cable Programming/Copyright/Franchise						
54501000 - Cable - Programming Fees	785,238	0	0	0	785,238	766,666
54501500 - Cable - Copyright Fees	7,177	0	0	0	7,177	6,666
54502000 - Cable - Orange County Franchise Fees	(19,874)	195	1,340	0	(18,338)	35,048
Total Cable Programming/Copyright/Franchise	772,541	195	1,340	0	774,076	808,380
Uncollectible Accounts						
54602000 - Bad Debt Expense	(541)	0	0	0	(541)	5,580
Total Uncollectible Accounts	(541)	0	0	0	(541)	5,580
Total Expenses	988,007	102,727	49,460	2,508	1,142,702	1,190,089
Net Revenue/(Expense)	<u>(\$629,339)</u>	<u>(\$87,801)</u>	<u>\$71,296</u>	<u>\$253,845</u>	<u>(\$391,998)</u>	<u>(\$453,773)</u>

Broadband Services Subscriber Counts 2017-2018

	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
Subscriber Counts												
Digital Subscribers	5,868	5,869	5,884	5,897	5,921	5,908	5,876	5,929	5,962	5,997	6,017	6,010
PBC	15	13	14	15	15	14	14	14	16	16	16	17
Set-Top Boxes												
DVR's	5,843	5,862	5,917	5,940	5,960	5,926	5,872	5,988	6,051	6,093	6,086	6,113
Standard	827	810	791	779	766	754	743	736	723	713	707	686
HD Standard	1,703	1,713	1,713	1,718	1,742	1,769	1,774	1,769	1,775	1,794	1,791	1,822
Pay-TV												
HBO	976	976	980	1,009	1,016	1,002	994	994	988	990	987	979
Cinemax	155	152	154	151	148	145	137	137	139	135	134	136
Showtime	506	503	510	504	506	501	492	483	485	487	486	484
Starz/Encore	339	337	333	326	326	356	352	354	342	337	337	326
International Ch.												
TV Asia	2	2	2	2	3	3	3	3	3	3	3	3
CTI-Zhong Tian	14	14	14	14	14	14	14	14	14	14	14	14
The Filipino Channel	51	53	53	52	51	50	48	48	50	49	48	45
CCTV4	8	8	8	10	10	10	9	9	9	9	9	9
Channel One Russia	11	11	11	11	11	12	11	11	11	11	11	11
tvK	6	6	6	6	6	6	6	6	6	6	6	7
TV5Monde	29	28	29	30	30	29	29	30	30	28	28	28
Media Set Italia	5	6	6	5	5	5	5	5	-	-	-	-
RAI Italia	-	-	-	-	-	-	-	-	5	7	7	7
TV Japan	36	35	36	36	36	36	38	37	37	40	39	7
Total International	162	163	165	166	166	165	163	163	165	167	165	131
High Speed Data												
High Speed Data	9,374	9,351	9,349	9,399	9,438	9,449	9,464	9,502	9,569	9,630	9,663	9,689

Important Notice

ANALOG and HDTV Channel CHANGES

On July 9, 2018 the following channels will ONLY be available with a digital device:

- **Hallmark Channel** Ch. 48
- **TNT** Ch. 53
- **Oprah Winfrey Network (OWN)** Ch. 62
- **Lifetime** Ch. 65
- **FX** Ch. 67
- **Turner Classic Movies (TCM)** Ch. 68
- **TBS Superstation** Ch. 73

If you already lease a digital device: *No action is required.*

If you have a HDTV without a digital device, perform a channel scan to remove duplicate channel numbers.



Any Questions Call 949.837.2670

Lutheran Church Conduit Estimates 10k to 15k

Cost Estimates	Length	Amount
Labor		\$ 6,000.00
Coax Cable	625'	\$ 2,000.00
Conduit	300'	\$ 1,000.00
Connectors		\$ 100.00
Cable RG11	100'	\$ 50.00
Taxes		?
Shipping		?
Permits		?
Title		?
Survey		?
Easements		?
Total Estimate		\$ 9,150.00
Monthly Service Fee		\$ 200.00

Lutheran Church Available Services

Symmetric Plans

Unlicensed Band 5 - 50 Mbps	Bandwidth download / upload	Price per month (MRC)		
		1 Year	2 Year	3 Year
	3 / 3 Mbps	\$199.00	\$189.00	\$179.00
	5 / 5 Mbps	\$299.00	\$284.00	\$269.00
	8 / 8 Mbps	\$399.00	\$379.00	\$359.00
	10 / 10 Mbps	\$499.00	\$474.00	\$449.00
	15 / 15 Mbps	\$599.00	\$569.00	\$539.00
	20 / 20 Mbps	\$699.00	\$664.00	\$629.00
	25 / 25 Mbps	\$799.00	\$759.00	\$719.00
	30 / 30 Mbps	\$899.00	\$854.00	\$809.00
	50 / 50 Mbps*	\$1,099.00	\$1,044.00	\$989.00
	Installation	Included	Included	Included

* Installation cost is not included and will be quoted on a case-by-case basis

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STAFF REPORT

DATE: April 16, 2018
FOR: Media & Communication Committee
SUBJECT: Contract Renewals

RECOMMENDATION

Receive and file the report

BACKGROUND

The GRF Information Services Department oversees the operations of the Community's cable system which includes, but is not limited to, coordinating programming agreements, launching new products and services, and managing cable equipment.

DISCUSSION

Broadband Programming fees on the rise as the Cable industry struggles to maintain subscribers and pass on costs to independent operators. Unfavorable negotiations with CBS and other rate hikes are impacting financials negatively. Programming fees will continue to exceed budget throughout 2018, but will be adjusted for in the 2019 budget. Contingency funds have been set aside from reserves to cover operating cost overruns in 2018.

NBC Universal contract set to expire at the end of 2018. NCTC will be handling the negotiations for all of their independent cable operators. Originally NBC Universal was budgeted for a 10% increase in programming fees. However, initial negotiations are leaning towards 20%. This will be addressed and accounted for in the 2019 Broadband Services budget.

2018 PROGRAMMING COSTS YEAR TO DATE

Period	Actual	Budgeted	Variance	%
January – February	\$785,237	\$766,666	(18,571)	(2.42%)

FINANCIAL ANALYSIS

See above.

Prepared By: Paul Ortiz, Television Services Manager

Reviewed By: Chuck Holland, Information Services Director

ATTACHMENT(S)

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STAFF REPORT

For: GRF Media & Communications Committee
Date: April 16, 2018
Subject: Marketing and Communication Report – March 2018

RECOMMENDATION

Receive and file report.

BACKGROUND

Media and Communication staff prepares a monthly report for MACC. This report includes, but is not limited to, Docent Tour Attendance, New Resident Orientation Attendance, Media Acknowledgments, Village Breeze Analytics, Communications Tracking, Website Traffic, and Social Media Analytics.

DISCUSSION

Docent Tours

In March, there were 219 in attendance (11 tours). When asked, “How did you learn about the Village?” 160 said research/Internet, 28 were residents, two were referred by a friend or relative, four were referred by a realtor, and 19 were “other.”

New Resident Orientation Meetings

New Resident Orientation Attendance	
March 2018	
Third	27
United	22

Media Acknowledgements

Source	Date	Subject
OC Register	03/06/2018	Blind inventor sets sights on preventing fatal falls with cane hybrid

The Village Breeze Analytics: March 2017 to March 2018						
Subject	Date	Contacts Sent To	Opened	Clicks	Bounces	Unsubscribes
The Village Breeze: March 2018	3/19/2018	13,716	44.73%	23.00%	0.52%	0.11%
The Village Breeze: February 2018	2/16/2018	13,674	45.28%	18.09%	0.59%	0.06%
The Village Breeze: January 2018	1/11/2018	13,662	47.78%	18.64%	0.56%	0.11%
The Village Breeze: December 2017	12/12/2017	13,741	45.66%	16.58%	0.47%	0.09%
The Village Breeze: November 2017	11/16/2017	13,744	42.79%	16.20%	0.53%	0.12%
The Village Breeze: October 2017	10/17/2017	13,657	44.01%	19.29%	0.44%	0.07%
The Village Breeze: September 2017	9/19/2017	13,571	42.82%	17.83%	0.44%	0.04%
The Village Breeze: August 2017	8/15/2017	13,515	45.22%	17.17%	0.48%	0.13%
The Village Breeze: July 2017	7/12/2017	13,530	44.18%	17.58%	0.47%	0.06%
The Village Breeze: June 2017	6/14/2017	13,551	44.38%	18.30%	0.42%	0.13%
The Village Breeze: April 2017	4/11/2017	13,494	44.55%	18.86%	0.43%	0.19%
The Village Breeze: March 2017	3/14/2017	12,962	48.97%	21.22%	0.42%	0.15%

Marketing and Communications Tracking March 2018

Release Date	Communication(s)	Press Release
Weekly E-Mail Communications		
3/2/2018	Health and Wellness Expo March 7 at Clubhouse 2	Yes
	Clean-up After Your Four-legged Friend	
	Moratorium on Yellow Stake Program in Third	
	The One Shall Become Two – Bathrooms, That is	
	Get Your Heart Beating with Classic Cardio	Yes
	Time for a New Punch Card for Fitness Classes	Yes
	Upcoming Village Board and Committee Meetings	
3/9/2018	Digital Improvements Continue in April with Analog Channel Removals	Yes

	Don't Miss True Willie Tomorrow, March 10	Yes
	The New and Improved Lawn Bowling Greens are Now Open	
	Garden Center Plots Available	
	Update on Pool 4	
	Daylight Saving Time	
	Phonebook Map	
	Upcoming Village Board and Committee Meetings	
3/12/2018	Clarification on 3/9/18 email	
3/16/2018	Register Now for the 2018 Laguna Woods Village Games	Yes
	Enjoy Easter at the Equestrian Center March 31	Yes
	GRF to Auction Five iMac Computers	Yes
	United Accepting Applications for Board Vacancy	Yes
	GRF Accepting Applications for Board Vacancy	Yes
	Upcoming Village Board and Committee Meetings	
3/23/2018	Dance Back in Time with Back to the 80s!	Yes
	Village Bazaar set for April 7	Yes
	Third Mutual Adopts Interior Pest Control Policy, Addresses Bed Bugs	
	United Accepting Applications for Board Vacancy	Yes
	GRF Accepting Applications for Board Vacancy	Yes
	Upcoming Village Board and Committee Meetings	
	Newsletter	
3/19/2018	The Village Breeze: March 2018	
	Printed Newsletters, Flyers and Notices	
3/19/2018	The Village Breeze: March 2018	
3/31/2018	Tree Walk Brochure	

Sessions
28,593
↓ -0.2%

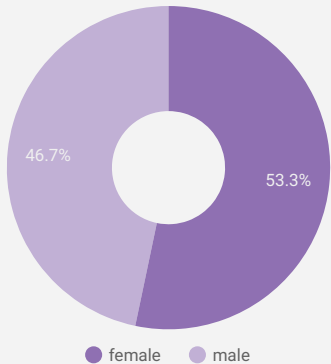
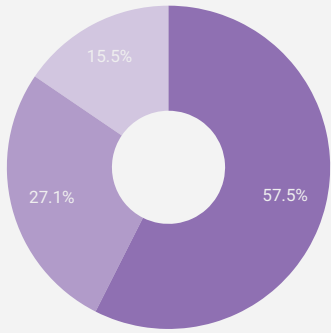
Users
15,858
↓ -4.6%

% New Sessions
41.49%
↓ -5.2%

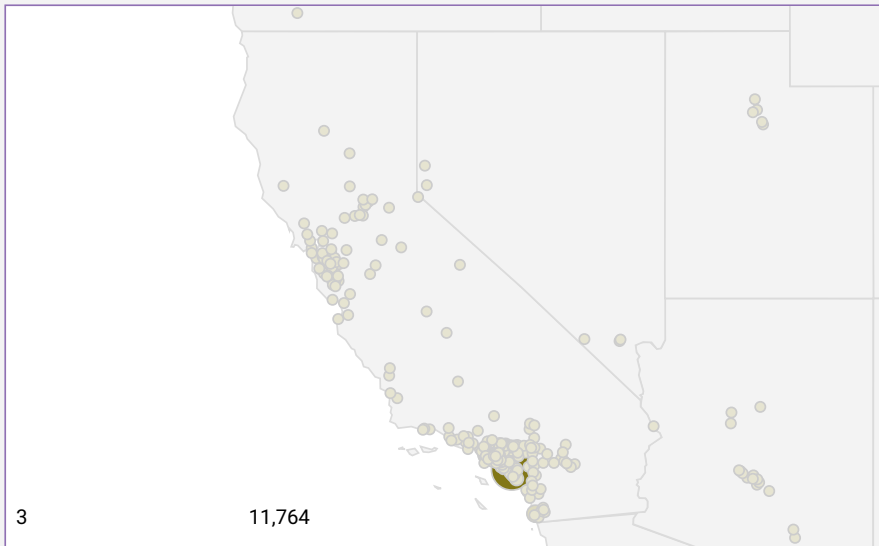
Pages / Session
3.41
↑ 0.7%

Bounce Rate
44.12%
↓ -1.9%

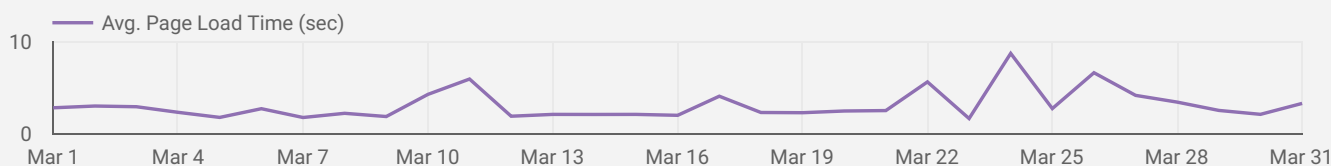
Avg. Session Duration
00:02:59
↑ 2.9%



Landing Page	Page Title	Sessions
1. /	Home Laguna Woods Village	12,416
2. /amenities/clubs/golf-club-womens-nine-h...	Golf Club - Women's 9 Hole Laguna Woo...	1,160
3. /neighborhoods/floorplans	Floorplans Laguna Woods Village	710
4. /residents	Residents Laguna Woods Village	676
5. /amenities/media-services/village-television	Village Television Laguna Woods Village	627
6. /amenities/clubs/chinese-american-club	Chinese American Club - 拉谷娜山莊華人...	573
7. /amenities/golf	Golf Laguna Woods Village	510
8. /contact	Contact Laguna Woods Village	448
9. /amenities/clubs	Clubs Laguna Woods Village	401
10. /amenities/clubs/golf-club-womens-18-hole	Golf Club - Women's 18 Hole Laguna Wo...	369
11. /amenities/media-services/cable	Cable TV Laguna Woods Village	300
12. /careers	Careers Laguna Woods Village	297
13. /residents/resident-services	Resident Services Laguna Woods Village	279
14. /neighborhoods	Neighborhoods Laguna Woods Village	242
15. /article.cfm?id=6610	Laguna Woods Village	224



City	Sessions	New Users
1. Laguna Woods	11,764	2,398
2. Los Angeles	1,963	1,102
3. Irvine	1,124	617
4. San Diego	1,098	525
5. Mission Viejo	633	301
6. Lake Forest	604	281
7. Laguna Niguel	491	245
8. Santa Ana	467	225
9. Laguna Hills	369	140
10. (not set)	362	266



FACEBOOK ANALYTICS: March - 31 Facebook Posts

(In comparison to February 2018)

1,226

6,365

4,683

1,577

80

1,977

468

PAGE VIEWS

FANS ENGAGING

ENGAGEMENT

REACTIONS

NEW PAGE LIKES

DAILY REACH

CLICKS TO WEBSITE

-5%

-25%

-19%


+4%

+40%

-22%

-39%


TOP ENGAGING CONTENT

Laguna Woods Village added 4 new photos.
Published by Nick Taitler · March 28 at 8:00am · 

Shop second-hand good and handcrafted artisan wares at the Village Bazaar Super Sale from 10AM to 2PM Saturday, April 7 at Clubhouse Five.

For additional information, please click here: <http://bit.ly/2DOWQag>




Laguna Woods Village
Published by Nick Taitler · March 22 at 12:43pm · 

Make plans to saddle up to "Easter at the Equestrian Center!" We're celebrating Easter, Saturday, March 31st, from 10AM - 1PM.

This years event includes a horse parade, egg hunt on the front lawn, a big slide, crafts and a special visit with the Easter Bunny. The Saddle Club will also be sponsoring popular Pony Rides, beginning at 11AM....

[See More](#)



Laguna Woods Village
Published by Nick Taitler · March 31 at 8:20am · 

Join us for the inaugural Jewish Food Festival Sunday, April 29th in Clubhouse 1.

Hosted by the Reform Temple of Laguna Woods, enjoy an array of Jewish dishes, homemade baked goods, an opportunity raffle, exuberant music from the Shtetl Menschen Klezmer Band, Israeli dancing led by Rebeca Gilad and a craft sale with artisans.

For more information, please click here: <http://bit.ly/2pPkMoV>

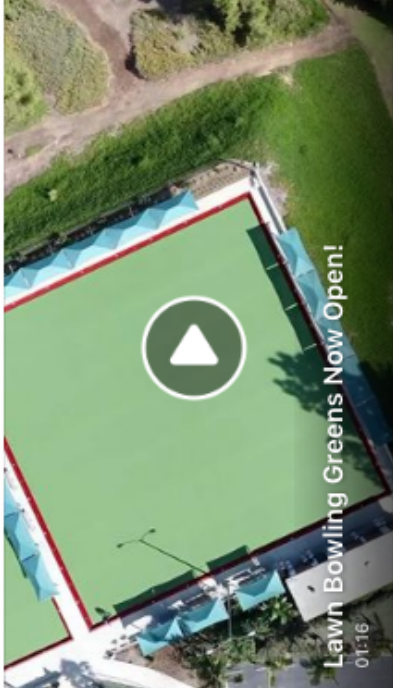


Laguna Woods Village
Published by Nick Taitler · March 12 at 10:50am · 

The New and Improved Lawn Bowling Greens are Now Open!

The Lawn Bowling facilities reopened on March 9th featuring new greens and other improvements.

For more information, lessons and daily game schedule, please visit the Lawn Bowling Club's website here: <http://bit.ly/2FKSndG>



DATE: 03/26

REACH: 2,121

REACTIONS: 114

DATE: 03/22

REACH: 1,121

REACTIONS: 98

DATE: 03/31

REACH: 1,112

REACTIONS: 87

DATE: 03/12

REACH: 1,487

REACTIONS: 66

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STAFF REPORT

DATE: April 16, 2016
FOR: Media & Communication Committee
SUBJECT: Broadband, Village Television and Media Services 55 Logos

RECOMMENDATION

Select Logos for use by Village Media Services.

BACKGROUND

The current Laguna Woods Village television station name and logo are out of date, as the television station is no longer exclusively on channel 6. To reflect that the station is now offered in high definition, CEO Bradley Hudson announced in this State of the Village that the television station name was changed to Village Television.

DISCUSSION

The Information Technology (IT) and Marketing and Communications (MarComm) Staff worked with GRF's marketing consultant, Brandtailers, to develop a new logo for the station, as well as complimentary logos for Village Media Services ("Broadband") and Media Services 55 (cable advertising).

Brandtailers created three logo families for the committee's consideration. The logos were considered at the March 13, 2018 Media and Communications Committee (MACC) meeting. The committee recommended revisions. The revised logos will be presented at the April 16, 2018 MACC Meeting.

Upon selection of logos by the MACC committee, staff will begin implementation of the logo immediately and direct GRF's legal counsel to proceed with trademark registration.

FINANCIAL ANALYSIS

None.

Prepared By: Heather Rasmussen, Senior Public Affairs Specialist

Reviewed By: Eileen Paulin, Marketing and Communications Manager