



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

**Monday, June 18, 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-Monday, May 21, 2018**  
Report from May 21, 2018  
[GRF MACC 5-21-18 report signed.pdf](#)
- 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**  
Broadband Services Staff Report  
[Broadband\\_Services\\_Staff\\_Report \(2\).pdf](#)
- 9. Marketing and Communications Report-Eileen Paulin**  
Marketing and Communications Activities Report  
[Eileen Staff Report 6-18-18.docx](#)

**ITEMS FOR DISCUSSION AND CONSIDERATION:**

**ITEMS FOR FUTURE AGENDAS:**

**CONCLUDING BUSINESS:**

- 10. Committee Member Comments**
- 11. Date of Next Meeting-Monday, July 16 at 1:30 p.m. in the Board Room**
- 12. Adjournment**



### OPEN MEETING

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

Monday, May 21, 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 Beth Perak, Jim Juhan, Roy Bruninghaus, Maggie Blackwell, Burt Baum, Juanita Skillman and Adviser John Perak

**MEMBERS ABSENT:** Directors Ryna Rothberg and Janey Dorrell, Advisers Steve Carman and Lucy Parker

**OTHERS PRESENT:** Diane Phelps- GRF, Dick Rader- VMS and Cush Bahada- Third Mutual

**STAFF PRESENT:** Eileen Paulin, Chuck Holland, Paul Ortiz and Becky Jackson

**1. Call to Order**

Chair Joan Milliman called the meeting to order at 1:32 p.m.

**2. Acknowledgment of Press**

Paul Ortiz from Village Television was present.

**3. Approval of Agenda**

Agenda was approved.

**4. Approval of Meeting Report from April 16, 2018**

Report was approved noting correction from Director Burt Baum on Report from April 16 agenda item 11a. Docent Tour. There is a weekly Docent Tour on Thursdays from 1:00 to 3:30 p.m., and once a month on a Saturday.

**5. Chair's Remarks**

Chair Joan Milliman welcomed everyone to the meeting and noted that Media and Communications has been moving forward quickly.

Chair Milliman welcomed new member of the board, Director Jim Juhan.

**6. Member Comments**

Mary Wall (239-D) reported the crawl on Village Television is not current and would like to see this fixed. Ms. Wall stated GRF is a non-profit corporation and taxes should not be paid on media services. Ms. Wall reported she has had KTLA since 1965 and asked the committee to have it reinstated as part of the package that is offered.

Chuck Holland addressed Ms. Wall's remarks stating the board made the decision during contract negotiations and opted not to continue KTLA services due to the increase in fees.

Paul Ortiz reported the crawl was previously updated by Heather Rasmussen and staff will be appointed to update this.

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

None.

**8. Broadband Update-Chuck Holland**

**a. Pro Forma Operating Statement**

Mr. Holland reported on the financials of employee compensation, compensation related items, materials and supplies, utilities and telephone, legal fees, outside services, repairs and maintenance, other operating expenses, property and sales tax, cable programming/copyright/franchise fees and noncollectable accounts. He gave an account of total expenses and net revenue and compared to figures from 2017 and stated the corporation is doing better than expected.

Director Roy Bruninghaus commented he did not anticipate property and sales tax to go over budget.

Mr. Holland will review this.

Dick Rader commented on the equipment rental and asked if there can be any savings incurred with purchasing in lieu of renting the equipment and inquired about credit card transaction fees.

Mr. Holland responded to Mr. Rader reviewing financials and credit card fees noting there was an oversight of transaction fees that was not budgeted for.

Director Burt Baum asked about the upcoming credit card fees through Resident Services.

Chair Milliman stated credit card fees will be incorporated in the cost.

**b. Subscriber Counts**

Mr. Holland gave an overview of subscriber counts, set-top boxes, pay-tv, international channels and high speed internet.

Director Juanita Skillman asked about the international channels and asked if this was a direct pay or included in the service.

Mr. Ortiz reported there have only been seven subscribers to the international channels and it has been switched to REI.

Director Skillman asked about Alexa services for the visually impaired and if there need to be services other than internet to utilize Alexa or comparable hardware.

Mr. Holland explained Alexa has to be attached to a device, such as a television in order to operate.

c. **Analog Conversion Schedule**

Mr. Holland reported on the Analog and HDTV channel changes covering what channels will be covered by a digital device only and the timeline.

d. **Other updates**

Director Skillman inquired about the tablets in the Library noting there was no warning of the change and no procedures or directions were given for their operation. She commented that she had heard a printer would be installed and asked who would maintain and install paper in this.

Mr. Holland explained the functions of the tablet to only be a web browser and described communications leading to installation. The intention of the tablet is for resident convenience. No decision has been made to install a printer.

9. **Contract Renewals-Chuck Holland**

Mr. Holland presented agenda item #9 discussing programming costs year to date and explained NBC Universal contract will expire soon and there is a budget for a 10 percent increase.

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

a. **Marketing and Communications Activities Report**

Eileen Paulin reported on topics, frequency and engagement of iContact for the month of April.

Director Baum asked about the open rates and noted they appear to be high.

Ms. Paulin will look into this.

b. **Village Breeze**

Ms. Paulin reported on the deadlines for the boards pertaining to the Breeze and commented that getting a monthly article from the Towers is difficult. Becky Jackson will follow-up.

c. **Staffing Updates**

Ms. Paulin announced we have a new staff member coming on May 31, Jackie Brown, and gave a brief overview of her credentials.

d. **Thrive-Beth Perak**

Director Beth Perak reported on Thrive success and presented the approved logo explaining color variations.

## **11. Tours and Orientation-Eileen Paulin**

### **a. Docent Tours**

Ms. Paulin reported on the Docent Tour attendance and schedules of every Thursday from 1 to 3:30 p.m. and the fourth Saturday of the month from 9 to 11:30 a.m. She explained the cut backs have been due to staffing issues and will be revisited in six weeks. Ms. Paulin described the upcoming brochure that will accompany the tour.

Diane Phelps asked if the department will consider morning tours in lieu of afternoon tours especially in the summer time.

Becky Jackson reported the tour attendance has been good and at this time there is no need for two tours on Thursdays.

### **b. New Resident Orientation**

Ms. Paulin reported on New Resident Orientation literature and dated handouts. The City of Laguna Woods was contacted and asked to condense their presentation. A video is being discussed with Brandtailers which will include clips from Thrive.

Director Baum asked about the length of the video.

Ms. Paulin explained the video will be no more than five minutes and mentioned some of the topics that would be included.

Cush Bahada asked to see PSA's on Village Transportation in the New Resident Orientation.

Ms. Paulin explained there will be topics such as key file program, transportation, manor alterations, insurance and rules.

## **12. Communication Plan - Eileen Paulin**

Ms. Paulin discussed the correspondence with other departments and the desire to have all communications meet branding standards. This includes department flyers, slides, posters and correspondence to residents. News topics will be categorized and disseminated as follows, Monday-Maintenance, Wednesday-Recreation and Clubs and Friday-Community News. She warned against email fatigue and if too much is distributed it may decrease open rates.

Ms. Phelps commented that the signatures on employee emails are not consistent and would like to have that amended.

Ms. Paulin agreed to work on this.

## **ITEMS FOR DISCUSSION AND CONSIDERATION**

### **13. Club Publicity**

Ms. Paulin reported on the question as to whether Marketing and Communications (MarComm) should get involved in promoting club events. She will review the policy currently in place. She will report on this next time.

MarComm will create a digital template for clubs to use for their flyers, if they wish.

Mr. Rader reported that club flyers are not always stamped but being placed at the clubhouses.

Chair Milliman reported that Friends of the Village has a policy on their website and will help MarComm disseminate the information.

Ms. Jackson will follow-up with the policy and make sure all club presidents have a copy.

## **ITEMS FOR FUTURE AGENDAS**

### **14. Planned support**

Ms. Paulin reported on the overlap of information with GRF Media and Communications Committee and Third Communications Committee. She gave examples of staff reports and attachments that are identical and asked to consolidate the committees due to redundancy and excessive staff time.

Kathryn Freshley noted communication has improved and gave a brief history of the inception of the Third Communications Committee and stated her opinion that there may not be a need for this committee because the Mutuals and GRF are working well together.

Director Baum stated he would not like to have the committees consolidated at this time and explained Third has different correspondence needs than GRF.

Ms. Paulin reported MarComm will work on an email list that would be mutual specific.

Chair Milliman agreed to meet with Director Baum, Director Maggie Blackwell and Ms. Paulin to discuss consolidation of committees and means to avoid redundancy. All Mutuals will be represented in this meeting.

## **CONCLUDING BUSINESS**

### **15. Committee Member Comments**

Adviser John Perak stated since Ms. Paulin has been here everything has been moving forward and he appreciates Ms. Paulin's comments about email fatigue.

Director Skillman referred to the Globe and would like to get a count of those who subscribe to the paper in lieu of obtaining news from the computer.

Director Roy Bruninghaus commented that Jack Connolly will be an alternate to the committee when either he or Director Baum is not available.

Director Blackwell stated she is happy with exposure and communications and there has been a different tone in the Village.

Director Baum agreed with Director Skillman and would like to distribute more hard copies of the Breeze.

Director Perak commented on the Towers not getting the Breeze articles in on time and would like to have the GRF Media and Communications Committee meetings televised.

Director Jim Juhan stated he liked what he heard and promised to provide more input in the next meeting.

Ms. Jackson responded to Director Baum's inquiry providing the history of boxes of Breeze issues left over for waste. Issues are currently printed and delivered on demand.

Ms. Paulin presented having the Breeze printed in black and white to reduce the cost associated with printing. The cover would remain in color. She will research costs.

Mr. Holland commented on what a wonderful job staff has done in keeping up with demands of the committee and tasks at hand.

Chair Milliman stated it has been a great meeting and she looks forward to cutting back on staff workload.

Ms. Freshley approached the podium and talked about the Globe once having a Director's Corner six years ago and would like the committee to revisit this.

**16. Date of Next Meeting-Monday, June 18, at 1:30 p.m. in the Board Room**

**17. Adjournment-Meeting was adjourned at 3:45 p.m.**

  
Joan Milliman, Chair  
Media and Communications Committee



## **STAFF REPORT**

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**DATE:** June 18, 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. The Proforma Operating Statement is Attachment 1, the Subscriber Counts are Attachment 2, the Analog Conversion Schedule is Attachment 3, and Contract Renewals is Attachment 4.

### **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: Proforma Operating Statements

## 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%	

## 2018 Analog Channel Removal

Channel	Parent Company	Deletion Date	Channel Number
Hallmark Channel		07/09/2018	48
TNT		07/09/2018	53
Oprah Winfrey Network (OWN)		07/09/2018	62
Lifetime		07/09/2018	65
FX		07/09/2018	67
Turner Classic Movies (TCM)		07/09/2018	68
TBS Superstation		07/09/2018	73

## 2018 Subscriber Counts

	NOV	DEC	JAN	FEB	MAR	APR	MAY
Digital Subscribers	5,929	5,962	5,997	6,017	6,010	6,008	6,028
<b>Set-Top Boxes</b>							
DVR's	5,988	6,051	6,093	6,086	6,113	6,098	6,064
Standard	736	723	713	707	686	684	672
HD Standard	1,769	1,775	1,794	1,791	1,822	1,844	1,863
TiVo MG2	-	-	-	-	-	-	79
TiVo Qi3	-	-	-	-	-	-	70
DTA	-	-	-	-	-	-	404
HD Converter's	-	-	-	-	-	-	262
<b>Pay-TV</b>							
HBO	994	988	990	987	979	974	954
Cinemax	137	139	135	134	136	135	132
Showtime	483	485	487	486	484	485	481
Starz/Encore	354	342	337	337	326	329	322
PBC	14	16	16	16	17	17	16
<b>International Ch.</b>							
TV Asia	3	3	3	3	3	2	2
CTI-Zhong Tian	14	14	14	14	14	14	14
The Filipino Channel	48	50	49	48	45	45	44
CCTV4	9	9	9	9	9	9	9
Channel One Russia	11	11	11	11	11	11	11
tvK	6	6	6	6	7	7	7
TV5Monde	30	30	28	28	28	27	27
RAI Italia	-	5	7	7	7	7	6
TV Japan	37	37	40	39	7	47	49
Total International	158	165	167	165	131	169	169
<b>High Speed Data</b>							
High Speed Data	9,502	9,569	9,630	9,663	9,689	9,780	9,663

**Golden Rain Foundation of Laguna Woods**  
**Proforma Broadband Services Summary of Operations**  
**5/31/2018**

	<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	\$13,575	\$0	\$0	\$0	\$13,575	\$8,910
<b>Total Merchandise Sales</b>	<b>13,575</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>13,575</b>	<b>8,910</b>
<b>Clubhouse Rentals and Event Fees</b>						
42502500 - Clubhouse Event Fees - Non Residents	346	0	0	0	346	0
<b>Total Clubhouse Rentals and Event Fees</b>	<b>346</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>346</b>	<b>0</b>
<b>Broadband Services</b>						
45001000 - Ad Insertion	0	0	347,111	0	347,111	270,830
45001500 - Premium Channel	165,782	0	0	0	165,782	229,165
45002000 - Cable Service Call	37,610	0	0	0	37,610	37,500
45002500 - Cable Commission	19,233	0	0	0	19,233	17,915
45003000 - High Speed Internet	0	0	0	635,418	635,418	563,050
45003500 - Equipment Rental	686,285	0	0	7,000	693,285	651,665
45004000 - Video Production	0	28,450	0	0	28,450	27,080
45004500 - Video Re-Production	0	886	0	0	886	1,350
45005000 - Message Board	0	7,675	0	0	7,675	8,330
45005500 - Advertising	0	15,001	0	0	15,001	20,830
<b>Total Broadband Services</b>	<b>908,911</b>	<b>52,012</b>	<b>347,111</b>	<b>642,418</b>	<b>1,950,452</b>	<b>1,827,715</b>
<b>Miscellaneous</b>						
47001500 - Late Fee Revenue	2,342	0	0	0	2,342	4,165
<b>Total Miscellaneous</b>	<b>2,342</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2,342</b>	<b>4,165</b>
<b>Total Non-Assessment Revenue</b>	<b>925,175</b>	<b>52,012</b>	<b>347,111</b>	<b>642,418</b>	<b>1,966,715</b>	<b>1,840,790</b>
Expenses:						
<b>Employee Compensation</b>						
51011000 - Salaries & Wages - Regular	214,971	161,475	92,250	2,717	471,412	503,167
51041000 - Wages - Overtime	4,285	4,716	1,481	24	10,506	1,350
51061000 - Holiday & Vacation	16,099	15,368	1,804	352	33,624	17,930
51071000 - Sick	5,450	2,539	1,861	30	9,880	14,627
51091000 - Missed Meal Penalty	178	1,854	121	4	2,157	625
51101000 - Temporary Help	0	0	0	0	0	415
51981000 - Compensation Accrual	(1,984)	(1,084)	(3,729)	(12)	(6,810)	4,160
<b>Total Employee Compensation</b>	<b>238,998</b>	<b>184,869</b>	<b>93,787</b>	<b>3,115</b>	<b>520,769</b>	<b>542,274</b>
<b>Compensation Related</b>						
52411000 - F.I.C.A.	17,771	13,702	7,165	235	38,874	40,983
52421000 - F.U.I.	443	260	84	5	791	1,202
52431000 - S.U.I.	3,909	2,293	742	40	6,983	6,010
52451000 - Workers' Compensation Insurance	17,086	14,985	1,134	126	33,331	44,641
52461000 - Non Union Medical & Life Insurance	21,013	17,399	4,804	137	43,353	56,409
52481000 - Non-Union Retirement Plan	6,143	4,953	3,901	0	14,997	20,741
52981000 - Compensation Related Accrual	(874)	(400)	(68)	(1)	(1,343)	665
<b>Total Employee Compensation and Related</b>	<b>65,492</b>	<b>53,191</b>	<b>17,762</b>	<b>541</b>	<b>136,985</b>	<b>170,651</b>
<b>Materials and Supplies</b>						
53001000 - Materials & Supplies	18,695	3,259	985	17	22,956	18,930
53004000 - Freight	365	0	17	0	382	0
<b>Total Materials and Supplies</b>	<b>19,060</b>	<b>3,259</b>	<b>1,002</b>	<b>17</b>	<b>23,338</b>	<b>18,930</b>
<b>Utilities and Telephone</b>						
53301000 - Electricity	48,776	0	0	0	48,776	65,000
<b>Total Utilities and Telephone</b>	<b>48,776</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>48,776</b>	<b>65,000</b>
<b>Legal Fees</b>						
53401500 - Legal Fees	0	0	0	0	0	1,665
<b>Total Legal Fees</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1,665</b>
<b>Outside Services</b>						

**Golden Rain Foundation of Laguna Woods**  
**Proforma Broadband Services Summary of Operations**  
**5/31/2018**

	<u>Cable Television</u>	<u>TV6</u>	<u>Ad Insertion</u>	<u>Internet</u>	<u>YTD ACTUAL</u>	<u>YTD BUDGET</u>
53601500 - Credit Card Transaction Fees	21,924	0	2,997	0	24,921	3,750
53602500 - Licensing Fees	0	0	3,500	0	3,500	44,120
53704000 - Outside Services	109,752	34,603	3,496	0	147,851	69,785
<b>Total Outside Services</b>	<b>131,675</b>	<b>34,603</b>	<b>9,993</b>	<b>0</b>	<b>176,271</b>	<b>117,655</b>
<b>Repairs and Maintenance</b>						
53701000 - Equipment Repair & Maint	27,722	90	49	0	27,861	27,615
<b>Total Repairs and Maintenance</b>	<b>27,722</b>	<b>90</b>	<b>49</b>	<b>0</b>	<b>27,861</b>	<b>27,615</b>
<b>Other Operating Expense</b>						
53801000 - Mileage & Meal Allowance	0	0	980	0	980	3,270
53801500 - Travel & Lodging	0	275	3	0	278	4,140
53802000 - Uniforms	831	0	0	0	831	1,250
53802500 - Dues & Memberships	0	0	0	0	0	1,265
53803000 - Subscriptions & Books	0	0	0	0	0	40
53803500 - Training & Education	0	475	0	0	475	2,725
53804000 - Staff Support	15	12	0	3	29	0
53901500 - Volunteer Support	0	69	0	0	69	40
54002500 - Filing Fees / Permits	86	0	0	0	86	0
54502500 - Cable Promotions	0	0	943	0	943	1,455
<b>Total Other Operating Expense</b>	<b>932</b>	<b>830</b>	<b>1,926</b>	<b>3</b>	<b>3,691</b>	<b>14,185</b>
<b>Property and Sales Tax</b>						
54301500 - State & Local Taxes	976	64	0	0	1,040	100
<b>Total Property and Sales Tax</b>	<b>976</b>	<b>64</b>	<b>0</b>	<b>0</b>	<b>1,040</b>	<b>100</b>
<b>Cable Programming/Copyright/Franchise</b>						
54501000 - Cable - Programming Fees	1,963,694	0	0	0	1,963,694	1,916,665
54501500 - Cable - Copyright Fees	7,177	0	0	0	7,177	16,665
54502000 - Cable - Orange County Franchise Fees	36,810	1,335	6,909	0	45,054	87,620
<b>Total Cable Programming/Copyright/Franchise</b>	<b>2,007,680</b>	<b>1,335</b>	<b>6,909</b>	<b>0</b>	<b>2,015,924</b>	<b>2,020,950</b>
<b>Uncollectible Accounts</b>						
54602000 - Bad Debt Expense	(541)	0	1,875	0	1,334	13,950
<b>Total Uncollectible Accounts</b>	<b>(541)</b>	<b>0</b>	<b>1,875</b>	<b>0</b>	<b>1,334</b>	<b>13,950</b>
<b>Total Expenses</b>	<b>2,540,770</b>	<b>278,241</b>	<b>133,303</b>	<b>3,676</b>	<b>2,955,990</b>	<b>2,992,975</b>
<b>Net Revenue/(Expense)</b>	<b>(\$1,615,595)</b>	<b>(\$226,229)</b>	<b>\$213,808</b>	<b>\$638,742</b>	<b>(\$989,275)</b>	<b>(\$1,152,185)</b>

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## **STAFF REPORT**

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**DATE:** June 18, 2018  
**FOR:** GRF Media and Communications Committee  
**SUBJECT:** Marketing and Communications Activities Report May 2018

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### **RECOMMENDATION**

Entertain a motion to approve Marketing and Communications Report.

### **BACKGROUND**

Media and Communications Staff prepare a monthly report for MACC. This report includes, but is not limited to, Marketing and Communications Activities, Docent Tours and New Resident Orientations.

### **DISCUSSION**

VMS Staff continues to proactively engage, inform and service residents. Effective and innovative communications is an essential hallmark of the efforts. The attached report illustrates recent engagement efforts through the iContact direct email service that is used to disseminate news and information impacting the way Village Residents live, thrive and play. There are eight contact lists which include Contractors, Real Estate Agents, Village Residents, Employees (with VMS emails) and four boards. The average open and click rates illustrate strong interest and engagement in the content disseminated.

Docent Tours continue in efforts for marketing potential residents. Docent Tours occur every Thursday at 1 p.m. and the fourth Saturday of the month at 9 a.m. New Resident Orientations occur once a month for each Mutual presented by Staff and a Board Member. In order to reach out to new Residents, Staff continues making phone calls, writing letters and emailing. Attached reports reflect the activity for these meetings in the month of May. Reports include attendance and how individuals learned about the community.

The workflow is being managed through Trello – an online project management system. Trello tracks work performed by Staff and a freelance graphic artist to streamline content, which include deadlines, run sheets, writing, editing, fact checking, graphic design and submission through iContact. Attached is the report of projects and departments content was created for.

VMS currently obtains a contract with BrandTailers to provide monthly Facebook analytics and PSA's to engage the community and market potential buyers. The attached report provides an update on Facebook analytics which include landing page, page title and sessions.

**FINANCIAL ANALYSIS**

None.

**Prepared By:** Eileen Paulin and Becky Jackson

**Reviewed By:** Siobhan Foster, COO

**Committee Routing:** None.

**ATTACHMENT(S)**



## iContact

Date	Title	Contacts	Open	Bounce	No Info.	Clicks	Smartphone	Tablet	Computer
2-May	PARR Electric Notice	13,186	52.3%	0.5%	47.2%	0.0%	40.0%	19.0%	41.0%
4-May	What's Up	13,710	46.0%	0.5%	53.5%	13.0%	33.0%	24.0%	43.0%
11-May	What's Up	13,257	46.6%	0.5%	52.9%	13.0%	36.0%	23.0%	41.0%
14-May	Village Update	13,265	43.4%	0.4%	56.2%	0.0%	38.0%	23.0%	39.0%
14-May	Village Update	13,265	43.5%	0.5%	56.0%	0.0%	38.0%	23.0%	39.0%
15-May	Village Update	13,255	44.0%	0.5%	55.5%	0.0%	37.0%	23.0%	40.0%
15-May	Employee NL	358	40.8%	0.0%	59.2%	24.0%	8.0%	0.0%	92.0%
18-May	What's Up	13,258	47.2%	0.5%	42.3%	12.0%	35.0%	23.0%	41.0%
25-May	What's Up	13,818	46.5%	0.6%	53.0%	12.0%	36.0%	23.0%	40.0%
30-May	Rec. Events	13,743	45.0%	0.5%	54.5%	25.0%	35.0%	24.0%	41.0%

## Docent Tour Attendance

Date	Attend	Resident	Non- R	Internet	Other
5/3/2018	12	6	6	9	3
5/10/2018	22	4	18	22	
5/17/2018	22	4	18	20	2
5/24/2018	22	5	17	19	3
5/31/2018	21	2	19	6	15
May-18	99	21	78	76	23

## 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			6/20/2018		
7/11/2018			7/20/2018		
8/3/2018			8/15/2018		
9/21/2018			9/21/2018		
10/5/2018			10/17/2018		
11/14/2018			11/16/2018		
12/7/2018			12/19/2018		
Total YTD	128		Total YTD	86	

## Call Log

United		Third	
MAY	COUNT	MAY	COUNT
Signed up for NRO	5	Signed up for NRO	18
Previous Resident	3	Previous Resident	5
Already did NRO	5	Already did NRO	2
Other/not interested		Other/not interested	8
Total called	13	Total called	33

May 2018 Trello

Dept	Title	PPT	Mar	Bro	NL	Fly	11x1 7	24x3 6	Dept EM	WU	Glo	Misc	Total	Dept Tot.
All	Powerpoint Design	1											1	1
Trans	TV Slides		1		1								2	
	Newsletter				1	1			1				3	5
Maint .	FAQ's					1				1			2	
	Handyman Brochure			1									1	
	Description of Services					1							1	
	Service Agreement					1							1	5
GM	NRO			1									1	
	Friendship Walk			1									1	
	Docent			1									1	
	What's Up in the Village									1			1	
	Village Breeze								1				1	
	TV Logos											1	1	
	What's Up in the Village									1			1	
	Artist Invitation								1				1	
	What's Up in the Village								1				1	
	What's Up in the Village								1				1	10
HR	Employee Newsletter								1				1	
	Employee Certificate											1	1	2
Rec.	Garden Center		1			1	1	1	1		1		6	
	Wednesday Email								1				1	
	Fourth of July		1			1	1	1	1	1	1		7	
	Memorial Day		1	1		1	1	1	1	1	1		8	
	Summer Kids Swim		1			1	1	1	1	1	1		7	
	Summer Junior Camp		1			1	1	1	1	1	1		7	
	Timeless Melodies		1			1	1	1	1	1	1		7	
	Movie Night		1			1	1	1	1	1	1		7	
	Carla Cooke		1			1	1	1	1	1	1		7	
	Annual Lottery		1			1	1	1	1	1	1		7	
	90's Luncheon		1			1	1	1	1	1	1		7	
	Father's Day		1			1	1	1	1	1	1		7	
	Clubhouse 5 Dinner		1			1	1	1	1	1	1		7	
	Patio Concert		1			1	1	1	1	1	1		7	92
TV	Logo											1	1	1

Golden Rain Foundation of Laguna Woods  
Media and Communications Committee  
June 18, 2018  
Page 6



Analytics View  
May 1, 2018 - May 31, 2018

Sessions  
**28,011**  
-2.0%

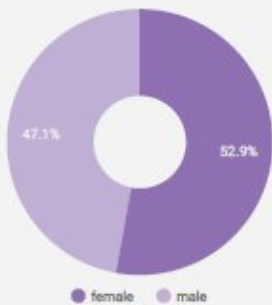
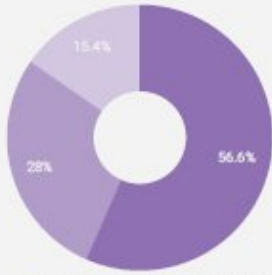
Users  
**15,874**  
-3.4%

% New Sessions  
**42.89%**  
-1.6%

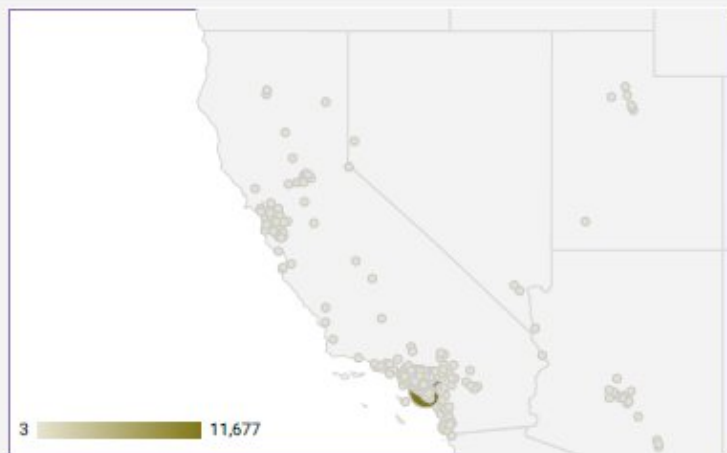
Pages / Session  
**3.56**  
0.4%

Bounce Rate  
**42.45%**  
2.6%

Avg. Session Duration  
**00:03:08**  
-1.4%



Landing Page	Page Title	Sessions
1. /	Home   Laguna Woods Village	12,794
2. /amenities/clubs/golf-club-womens-nine-hole	Golf Club - Women's 9 Hole   Laguna Wood...	1,134
3. /residents	Residents   Laguna Woods Village	705
4. /neighborhoods/floorplans	Floorplans   Laguna Woods Village	642
5. /amenities/golf	Golf   Laguna Woods Village	571
6. /amenities/media-services/village-television	Village Television   Laguna Woods Village	530
7. /contact	Contact   Laguna Woods Village	494
8. /residents/resident-services	Resident Services   Laguna Woods Village	459
9. /amenities/clubs	Clubs   Laguna Woods Village	370
10. /careers	Careers   Laguna Woods Village	355
11. /amenities/clubs/chinese-american-club	Chinese American Club - 拉谷鄉山莊華人聯...	264
12. /neighborhoods/sales-and-leasing	Sales & Leasing   Laguna Woods Village	257
13. /amenities/media-services/cable	Cable TV   Laguna Woods Village	256
14. /residents/village-management-services	Village Management Services   Laguna Wo...	248
15. /amenities/clubs/golf-club-womens-18-hole	Golf Club - Women's 18 Hole   Laguna Woo...	244



City	Sessions	New Users
1. Laguna Woods	11,677	2,568
2. Los Angeles	1,917	1,028
3. San Diego	1,169	558
4. Irvine	1,148	657
5. Mission Viejo	569	263
6. Santa Ana	561	272
7. Laguna Niguel	512	266
8. Lake Forest	439	212
9. (not set)	425	298
10. New York	314	233

