



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

Monday, July 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 - Monday, June 18, 2018**
MACC Report 06-18-2018
[MACC Report 6-18-18.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 and Contracts Staff Report 07-16-2018
[Broadband and Contracts Report 07-16-2018.pdf](#)
- 9. Marketing and Communications Report-Eileen Paulin**
Marketing and Communications Report 07-16-2018
[Marketing and Communications Report 07-16-2018.pdf](#)
- 10. Thrive Update-Director Beth Perak**

ITEMS FOR DISCUSSION AND CONSIDERATION:

- 11. Committee Title-Chair Joan Milliman**

ITEMS FOR FUTURE AGENDAS:

CONCLUDING BUSINESS:

- 12. Committee Member Comments**
- 13. Date of Next Meeting-Every Third Monday of the Month**
- 14. Adjournment**



OPEN MEETING

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

Monday, June 18, 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 Beth Perak, Burt Baum, Roy Bruninghaus, Maggie Blackwell, Juanita Skillman, Diane Phelps and Ryna Rothberg. Advisors John Perak and Lucy Parker.

MEMBERS ABSENT: Directors Jim Juhan and Advisor Steve Carman

OTHER'S PRESENT: Dick Rader—VMS and Cush Bhada—Third Mutual

STAFF PRESENT: Brad Hudson, Eileen Paulin, Chuck Holland, Becky Jackson and Jackie Brown.

1. Call to Order

Meeting was called to order at 1:32 p.m.

2. Acknowledgement of Media

No media were present.

3. Approval of the Agenda

Agenda was approved.

4. Approval of Meeting Report May 21, 2018

Report from meeting May 21, 2018 was approved noting misspelling of Director Cush Bhada's name from Third Mutual.

5. Chair's Remarks

Chair Joan Milliman welcomed the committee and thanked everyone for coming and explained due to a technical glitch agenda was not uploaded prior to meeting day.

Chair Milliman commented the new style of the Agenda is simpler.

Chair Milliman would like to change the name of the Committee to Marketing, Media and Communications due to the expanding Marketing Department and reports.

6. Member Comments (Items not on the Agenda)

Monica Hobson (3300-B) was called to speak and asked who is responsible for the information on the website pertaining to agendas and reports.

Nathan Kvetny (5462-B) was called to speak and presented problems with Wi-Fi and lack of service. He would like to have assistance.

Chuck Holland asked Mr. Kvetny to provide his information to Becky Jackson so he can follow-up with providing service.

7. Director's and Staff Forum

Chair Milliman responded to Ms. Hobson's inquiry by explaining the minutes and agendas posted on the website are written and posted by Corporate Secretaries.

Director Burt Baum explained he has had lengthy discussions with Ms. Hobson which included inviting her to meet with CEO Brad Hudson.

REPORTS:

8. Broadband and Contracts Report—Chuck Holland

Mr. Holland reported on Contract Renewals which included channels, parent company, expiration date, current rate estimated increase and estimated rates.

Director Diane Phelps asked for the cost of renewals.

Mr. Holland stated the information is not available for open meetings.

Mr. Holland described the 2018 Analog Channel Removal schedule which included deletion dates for Hallmark Channel, TNT, Oprah Winfrey Network, Lifetime, FX, Turner Classic Movies and TBS Superstation. There are currently 35 analog channels that are offered which will be converted by the end of 2018. Residents are being informed of conversion schedules through television crawls, Village Television announcements, website and emails.

Mr. Holland reported on the 2018 Subscriber Counts and Proforma Broadband Services Summary of Operations which included cost of cable television, Village Television, ad insertion, internet, year to date costs and budget.

9. Marketing and Communications Report—Eileen Paulin

Eileen Paulin reported on Marketing and Communications Activities which included iContact open rates, bounce rates, clicks, titles, contacts in program and devices used to open emails. Ms. Paulin updated the Committee with Docent Tour attendance, New Resident Orientation attendance and call logs.

Ms. Paulin introduced Trello software and projects that are trafficked through this providing the Committee with types of projects and departments MarComm has assisted. Facebook

analytics were presented including sessions, users, area of interest and average duration of sessions.

ITEMS FOR DISCUSSION AND CONSIDERATION:

None.

ITEMS FOR FUTURE AGENDAS:

Chair Milliman presented possible change of meeting name to include Marketing.

CONCLUDING BUSINESS:

10. Committee Member Comments

Committee members thanked Staff for the improvements and efficiency of the communications and the meeting.

11. Date of Next Meeting—Monday, July 16 at 1:30 p.m. in the Board Room

12. Adjournment

Meeting was adjourned at 2:42 p.m.


Joan Milliman, Chair
Media and Communications Committee

THIS PAGE IS INTENTIONALLY LEFT BLANK

STAFF REPORT

DATE: July 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. Included in Staff Report are the Subscriber Counts, the Analog Conversion Schedule and Contract Renewals. The Proforma Operating Statement is Attachment 1.

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

Reviewed By: Siobhan Foster, COO

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%	

October 2018 Analog Channel Removal

Channel	Parent Company	Deletion Date	Channel Number
CSPAN		10/08/2018	19
CSPAN2		10/08/2018	49
ESPN Classic		10/08/2018	25
ESPN Sports		10/08/2018	26
ESPN2 Sports		10/08/2018	27
Fox Sports Net West		10/08/2018	28
Fox Sports Net Prime Ticket		10/08/2018	29
STARZ ENCORE		10/08/2018	66

2018 Subscriber Counts

	JAN	FEB	MAR	APR	MAY	JUN
Subscriber Counts						
Digital Subscribers	5,997	6,017	6,010	6,008	6,028	6,025
Set-Top Boxes						
DVR's	6,093	6,086	6,113	6,098	6,064	6,023
Standard	713	707	686	684	672	658
HD Standard	1,794	1,791	1,822	1,844	1,863	1,872
TiVo MG2	-	-	-	-	53	90
TiVo Qi3	-	-	-	-	62	91
DTA	-	-	-	-	404	402
HD Converter's	-	-	-	-	262	281
Pay-TV						
HBO	990	987	979	974	954	945
Cinemax	135	134	136	135	132	129
Showtime	487	486	484	485	481	483
Starz/Encore	337	337	326	329	322	318
PBC	16	16	17	17	16	15
International Ch.						
TV Asia	3	3	3	2	2	2
CTI-Zhong Tian	14	14	14	14	14	14
The Filipino Channel	49	48	45	45	44	44
CCTV4	9	9	9	9	9	9
Channel One Russia	11	11	11	11	11	11
tvK	6	6	7	7	7	6
TV5Monde	28	28	28	27	27	27
RAI Italia	7	7	7	7	6	6
TV Japan	40	39	7	47	49	50
Total International	167	165	131	169	169	169
High Speed Data						
High Speed Data	9,630	9,663	9,689	9,780	9,663	9,691

Golden Rain Foundation of Laguna Woods
Proforma Broadband Services Summary of Operations
6/30/2018

	<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:						
Merchandise Sales						
41503500 - Merchandise Sales - Broadband	\$16,225	\$0	\$0	\$0	\$16,225	\$10,692
Total Merchandise Sales	16,225	0	0	0	16,225	10,692
Clubhouse Rentals and Event Fees						
42502500 - Clubhouse Event Fees - Non Residents	346	0	0	0	346	0
Total Clubhouse Rentals and Event Fees	346	0	0	0	346	0
Broadband Services						
45001000 - Ad Insertion	0	0	417,715	0	417,715	324,996
45001500 - Premium Channel	198,398	0	0	0	198,398	274,998
45002000 - Cable Service Call	46,110	0	0	0	46,110	45,000
45002500 - Cable Commission	21,548	0	0	0	21,548	21,498
45003000 - High Speed Internet	0	0	0	763,061	763,061	675,660
45003500 - Equipment Rental	824,287	0	0	8,400	832,687	781,998
45004000 - Video Production	0	31,658	0	0	31,658	32,496
45004500 - Video Re-Production	0	1,214	0	0	1,214	1,620
45005000 - Message Board	0	10,275	0	0	10,275	9,996
45005500 - Advertising	0	18,001	0	0	18,001	24,996
Total Broadband Services	1,090,342	61,147	417,715	771,461	2,340,665	2,193,258
Miscellaneous						
47001500 - Late Fee Revenue	2,579	0	0	0	2,579	4,998
Total Miscellaneous	2,579	0	0	0	2,579	4,998
Total Non-Assessment Revenue	1,109,493	61,147	417,715	771,461	2,359,815	2,208,948
Expenses:						
Employee Compensation						
51011000 - Salaries & Wages - Regular	253,796	190,555	111,516	3,023	558,889	603,873
51041000 - Wages - Overtime	5,032	5,064	1,741	30	11,867	1,620
51061000 - Holiday & Vacation	20,495	17,173	2,182	387	40,237	21,526
51071000 - Sick	5,720	2,785	2,507	30	11,042	17,561
51091000 - Missed Meal Penalty	220	2,054	121	4	2,399	750
51101000 - Temporary Help	0	0	0	0	0	498
51981000 - Compensation Accrual	1,319	(510)	(3,455)	6	(2,640)	4,992
Total Employee Compensation	286,582	217,121	114,612	3,479	621,795	650,821
Compensation Related						
52411000 - F.I.C.A.	21,036	16,024	8,678	262	45,999	49,186
52421000 - F.U.I.	447	266	84	5	802	1,202
52431000 - S.U.I.	3,950	2,349	742	40	7,080	6,010
52451000 - Workers' Compensation Insurance	20,225	17,483	1,375	129	39,212	53,594
52461000 - Non Union Medical & Life Insurance	24,845	20,795	5,763	143	51,546	67,693
52481000 - Non-Union Retirement Plan	7,205	5,944	4,723	0	17,872	24,893
52981000 - Compensation Related Accrual	(324)	(309)	620	1	(12)	798
Total Employee Compensation and Related	77,384	62,550	21,985	579	162,498	203,376
Materials and Supplies						
53001000 - Materials & Supplies	14,650	4,647	1,098	17	20,412	22,716
53004000 - Freight	375	0	17	0	392	0
Total Materials and Supplies	15,025	4,647	1,115	17	20,805	22,716
Utilities and Telephone						
53301000 - Electricity	58,832	0	0	0	58,832	78,400
Total Utilities and Telephone	58,832	0	0	0	58,832	78,400
Legal Fees						
53401500 - Legal Fees	0	0	0	0	0	1,998
Total Legal Fees	0	0	0	0	0	1,998
Outside Services						
53601500 - Credit Card Transaction Fees	26,549	0	3,413	0	29,962	4,500

Golden Rain Foundation of Laguna Woods
Proforma Broadband Services Summary of Operations
6/30/2018

	<u>Cable Television</u>	<u>TV6</u>	<u>Ad Insertion</u>	<u>Internet</u>	<u>YTD ACTUAL</u>	<u>YTD BUDGET</u>
53602500 - Licensing Fees	0	0	3,500	0	3,500	52,944
53704000 - Outside Services	130,800	42,007	4,081	0	176,888	83,742
Total Outside Services	157,349	42,007	10,994	0	210,350	141,186
Repairs and Maintenance						
53701000 - Equipment Repair & Maint	29,344	90	49	0	29,483	33,138
Total Repairs and Maintenance	29,344	90	49	0	29,483	33,138
Other Operating Expense						
53801000 - Mileage & Meal Allowance	0	0	1,317	0	1,317	3,924
53801500 - Travel & Lodging	0	275	19	0	294	4,968
53802000 - Uniforms	1,191	0	0	0	1,191	1,500
53802500 - Dues & Memberships	0	0	0	0	0	1,518
53803000 - Subscriptions & Books	0	0	0	0	0	48
53803500 - Training & Education	0	475	0	0	475	3,270
53804000 - Staff Support	15	12	0	3	29	0
53901500 - Volunteer Support	0	69	0	0	69	48
54002500 - Filing Fees / Permits	86	0	0	0	86	0
54502500 - Cable Promotions	0	0	1,311	0	1,311	1,746
Total Other Operating Expense	1,292	830	2,647	3	4,772	17,022
Property and Sales Tax						
54301500 - State & Local Taxes	1,167	87	0	0	1,254	120
Total Property and Sales Tax	1,167	87	0	0	1,254	120
Cable Programming/Copyright/Franchise						
54501000 - Cable - Programming Fees	2,357,747	0	0	0	2,357,747	2,299,998
54501500 - Cable - Copyright Fees	34,177	0	0	0	34,177	19,998
54502000 - Cable - Orange County Franchise Fees	101,414	2,475	12,479	0	116,368	105,144
Total Cable Programming/Copyright/Franchise	2,493,337	2,475	12,479	0	2,508,291	2,425,140
Uncollectible Accounts						
54602000 - Bad Debt Expense	6,203	0	1,875	0	8,078	16,740
Total Uncollectible Accounts	6,203	0	1,875	0	8,078	16,740
Total Expenses	3,126,517	329,809	165,756	4,078	3,626,159	3,590,656
Net Revenue/(Expense)	(\$2,017,024)	(\$268,662)	\$251,959	\$767,383	(\$1,266,344)	(\$1,381,708)

THIS PAGE IS INTENTIONALLY LEFT BLANK

STAFF REPORT

DATE: July 16, 2018
FOR: GRF Media and Communications Committee
SUBJECT: Marketing and Communications Activities Report June 2018

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 interest and engagement in the content disseminated.

Staff provides impromptu critical updates to Residents including but not limited to unscheduled facility closures, time sensitive news and a new Code Red protocol in the event of emergencies.

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 new residents. Attached reports reflect the activity for these meetings in the month of June. 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 BrandTails 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	Cont	UnSub	Compl	Open	Boun	No Info.	Clicks	Smartphone	Tablet	Comp
1-Jun	Contractor	49	0	0	47.1%	2.0%	40.8%	16.0%	13.0%	0.0%	87.0%
1-Jun	What's Up	13,388	13	2	45.7%	0.5%	53.7%	11.0%	36.0%	23.0%	41.0%
3-Jun	Breeze	13,399	5	0	46.2%	0.4%	53.4%	24.0%	32.0%	24.0%	44.0%
8-Jun	What's Up	13,411	11	1	46.3%	0.5%	53.2%	27.0%	36.0%	24.0%	40.0%
13-Jun	Security	13,416	10		51.8%	0.4%	47.8%	24.0%	38.0%	20.0%	42.0%
13-Jun	Rec. Events	13,415	11	4	44.9%	0.5%	54.6%	17.0%	37.0%	22.0%	41.0%
15-Jun	Employee NL	390	0	0	46.7%	0.0%	53.3%	37.0%	32.0%	1.0%	67.0%
15-Jun	What's Up	13,401	12	4	45.7%	0.5%	53.8%	16.0%	36.0%	23.0%	41.0%
22-Jun	What's Up	13,386	13	2	45.0%	0.4%	54.6%	16.0%	35.0%	26.0%	39.0%
25-Jun	What's Up	13,367	6	0	43.1%	0.7%	56.3%	19.0%	34.0%	25.0%	41.0%
26-Jun	Alert	13,364	7	1	43.8%	0.4%	55.8%	0.0%	47.0%	24.0%	30.0%
27-Jun	Rec. Events	13,006	8	3	43.3%	0.4%	56.3%	15.0%	39.0%	25.0%	36.0%
29-Jun	Alert	13,349	4	1	40.6%	0.4%	59.0%	0.0%	45.0%	22.0%	33.0%
29-Jun	What's Up	13,346	6	1	42.2%	0.4%	57.4%	17.0%	37.0%	28.0%	35.0%
			106	19	45.2%	0.5%	53.6%	17.1%	35.5%	20.5%	44.1%

June 2018 Trello

Dept	Title	PPT	Slide	Brochure	Newsletter	Flyer	11x17 Poster	24x36 Poster	Dept Email	Website News	Globe	Misc	Dept Total
Trans	Newsletter				1	1			1	1			4
Maint.	Fumigation letter											1	
	Rodent Infestation Checklist											1	
	Third Inspection Notice											1	
	Third Water Conservation											1	
	Asbestos Letter											1	5
GM	Breeze				1				1	1			
	Real Estate Signs											1	
	Serpentine Walk			1									
	What's Up 6-29-18								1	1			
	What's Up 6-22-18								1	1			
	What's Up 6-15-18								1	1			
	What's Up 6-8-18								1	1			13
HR	Employee Newsletter				1				1				
	Health Fair					1							3
Rec.	Fitness Center Notice					1							
	Fitness Center Notice					1							
	Monthly Dinners		1			1	1	1		1	1		
	Grandparent's Fun Day		1			1	1	1		1	1		
	Saturday Night Dance		1			1	1	1		1	1		
	Movie Night		1			1	1	1		1	1		
	Black Market Trust Concert		1			1	1	1		1	1		
	Pro-Am Golf Tournaments		1			1	1	1		1	1		
	Marine Banner											1	
	Organization Chart											1	
	Recreation Email 6-4-18								1	1			
	Fitness Class Template					1							
	Recreation Email 6-18-18												
	Swim Lessons		1			1	1	1	1	1	1		
	ESL		1			1	1	1	1	1	1		
	How to Write a Novel		1			1	1	1	1	1	1		
	Painting Class		1			1	1	1	1	1	1		71
Soc Svc	Handouts			2									
	Logos											1	3
Security	Email				1	1			1	1			4

Call Log

United		Third	
JUNE	COUNT	JUNE	COUNT
Signed up for NRO	16	Signed up for NRO	24
Previous Resident		Previous Resident	2
Already did NRO		Already did NRO	5
Other/not interested		Other/not interested	12
Total called	16	Total called	43

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			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	110	

Docent Tour Attendance

Date	Attend	Resident	Non-R	Internet	Other
6/7/2018	21	7	14	3	18
6/14/2018	21	8	13	8	
6/21/2018	22	6	16	8	14
6/23/2018	23	10	13	6	17
6/28/2018	22	5	17	8	14
June-18	109				