

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

# Monday, August 20, 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 July 16, 2018
- 5. Chair's Remarks
- 6. Member Comments (Items Not on the Agenda)
- 7. Director's and Staff Forum

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

#### **REPORTS:**

- 8. Broadband & Contracts Report-Chuck Holland
- 9. Marketing and Communications Report-Eileen Paulin
- 10. Thrive Update-Beth Perak

#### ITEMS FOR DISCUSSION AND CONSIDERATION:

- 11. Marketing Materials
- 12. Code Red Information Campaign

#### **ITEMS FOR FUTURE AGENDAS:**

13. Docent Tours

#### **CONCLUDING BUSINESS:**

- 14. Committee Member Comments
- 15. Date of Next Meeting-Monday, September 17 at 1:30 p.m.
- 16. Adjournment



#### **OPEN MEETING**

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

Monday, July 16, 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, Jim Juhan and Ryna Rothberg. Advisor

Lucy Parker.

MEMBERS ABSENT: Advisors Steve Carman and John Perak.

**OTHER'S PRESENT:** Dick Rader—VMS.

**STAFF PRESENT:** 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

Paul Ortiz from Village Television was present.

3. Approval of the Agenda

Agenda was approved.

4. Approval of Meeting Report May 21, 2018

Report from meeting June 18, 2018, was approved.

5. Chair's Remarks

Chair Joan Milliman welcomed the committee, thanked everyone for coming and discussed the need for a Town Hall Meeting. Chair Milliman shared she would like to start planning for this

6. Member Comments (Items not on the Agenda)

None.

7. Director's and Staff Forum

None.

#### **REPORTS:**

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

Chuck Holland reported on Broadband Services updates including upcoming maintenance and repairs on equipment and nodes. The maintenance includes doubling the CMTS transmission capacity which will make internet services more reliable to accommodate the increasing subscriber counts. Maintenance will create temporary, intermittent internet outages.

Marketing and Communications will follow-up with informing Residents.

Mr. Holland reported there is a new music line-up on Village Television. The previous contract has expired and a new company has been contracted at no additional cost.

Mr. Holland provided an update on contract renewals. He discussed the small decline in subscriber counts due to snowbirds leaving.

#### 9. Marketing and Communications Report—Eileen Paulin

Eileen Paulin reported having Jackie Brown on staff has been a success.

Ms. Paulin described the increase in subscriptions and engagement on iContact. Heather Rasmussen has been contracted as a freelancer for up to 12 hours a week to update information on the website.

Ms. Paulin reported on budgeting and contracts with Brandtailers and COMMPRO, LLC. will not be renewed. Ms. Brown will be taking over Facebook.

Ms. Paulin updated the Committee on Trello projects, iContact statistics, Docent Tours, New Resident Orientation and the Docent Tour brochure. Deadlines have been met and branding has improved. She discussed the rationale for taking over Docent Tours and believes the upcoming guide to be beneficial in making the tour more consistent.

Ms. Paulin reported on the success of the Tree Walk series and upon completion of the Serpentine Walk, there will be a launch in the Nature Center.

#### 10. Thrive Update—Beth Perak

Beth Perak reported the next Thrive meeting will take place Wednesday, July 18 at 9:30 a.m.

#### ITEMS FOR DISCUSSION AND CONSIDERATION:

#### 11. Committee Title—Joan Milliman

After discussion, there will be no change to the title of the Committee.

#### **ITEMS FOR FUTURE AGENDAS:**

- 12. Town Hall Agenda and Date
- 13. Upcoming Elections and Publicity

#### **CONCLUDING BUSINESS:**

- **10.** Committee Member Comments None.
- 11. Date of Next Meeting—Monday, August 20 at 1:30 p.m. in the Board Room
- 12. Adjournment
  Meeting was adjourned at 2:58 p.m.

Joan Milliman, Chair

Media and Communications Committee





#### STAFF REPORT

**DATE:** August 20, 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 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.

#### FINANCIAL ANALYSIS

None

Prepared By: Chuck Holland, Information Services Director

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

ATTACHMENT(S)

Golden Rain Foundation of Laguna Woods Broadband Services Update August 20, 2018 Page 2

### 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	JUL
Subscriber	Counts						
Digital Su	5,997	6,017	6,010	6,008	6,028	6,025	6,048
Set-Top Bo	xes						
DVR's	6,093	6,086	6,113	6,098	6,064	6,023	6,010
Standard	713	707	686	684	672	658	648
HD Stand	1,794	1,791	1,822	1,844	1,863	1,872	1,891
TiVo MG2	-	-	=	-	53	90	114
TiVo Qi3	-	-	-	-	62	91	109
DTA	-	-	-	-	404	402	401
HD Conv∈	-	-	-	-	262	281	313
Pay-TV							
HBO	990	987	979	974	954	945	945
Cinemax	135	134	136	135	132	129	131
Showtime	487	486	484	485	481	483	475
Starz/Enc	337	337	326	329	322	318	315
PBC	16	16	17	17	16	15	15
Internation	nal Ch.						
TV Asia	3	3	3	2	2	2	2
CTI-Zhon(	14	14	14	14	14	14	13
The Filipii	49	48	45	45	44	44	44
CCTV4	9	9	9	9	9	9	9
Channel (	11	11	11	11	11	11	11
tvK	6	6	7	7	7	6	8
TV5Mond	28	28	28	27	27	27	26
RAI Italia	7	7	7	7	6	6	7
TV Japan	40	39	7	47	49	50	50
Total Inte	167	165	131	169	169	169	170
High Speed	d Data						
High Spe€	9,630	9,663	9,689	9,780	9,663	9,691	9,716

Golden Rain Foundation of Laguna Woods Broadband Services Update August 20, 2018 Page 4

#### Golden Rain Foundation of Laguna Woods Proforma Broadband Services Summary of Operations 7/31/2018

	Cable Television	TV6	Ad Insertion	Internet	YTD ACTUAL	YTD BUDGET
Revenues:						
Non-Assessment Revenues:  Merchandise Sales						
41503500 - Merchandise Sales - Broadband	\$15,770	\$0	\$0	\$0	\$15,770	\$12,474
Total Merchandise Sales	15,770	0	0	0	15,770	12,474
Total Motorial also Galos	10,770	•	Ü	Ū	10,770	12,414
Clubhouse Rentals and Event Fees						
42502500 - Clubhouse Event Fees - Non Residents	527	0	0	0	527	0
Total Clubhouse Rentals and Event Fees	527	0	0	0	527	0
Broadband Services						
45001000 - Ad Insertion	0	0	482,235	0	482,235	379,162
45001500 - Premium Channel	230,922	0	0	0	230,922	320,831
45002000 - Cable Service Call	53,735	0	0	0	53,735	52,500
45002500 - Cable Commission	48,002	0	0	0	48,002	25,081
45003000 - High Speed Internet	0	0	0	891,358	891,358	788,270
45003500 - Equipment Rental	964,651	0	0	9,800	974,451	912,331
45004000 - Video Production 45004500 - Video Re-Production	0 0	33,308 1,541	0	0	33,308 1,541	37,912 1,890
45005000 - Message Board	0	12,025	Ö	ő	12,025	11,662
45005500 - Advertising	0	20,876	ŏ	Ö	20,876	29,162
Total Broadband Services	1,297,311	67,749	482,235	901,158	2,748,453	2,558,801
Miscellaneous	2.040	•		0	2.040	5 004
47001500 - Late Fee Revenue Total Miscellaneous	3,040	0	<u>0</u>	0	3,040	5,831 5,831
	2					·
Total Non-Assessment Revenue	1,316,648	67,749	482,235	901,158	2,767,791	2,577,106
Expenses:						
Employee Compensation						
51011000 - Salaries & Wages - Regular	295,926	216,996	127,430	3,707	644,060	707,936
51041000 - Wages - Overtime	5,622	5,754	1,967	31	13,375	1,890
51061000 - Holiday & Vacation	25,139	25,028	3,363	643	54,174	25,243
51071000 - Sick	7,330	3,228	2,507	64	13,130	20,593
51091000 - Missed Meal Penalty	220	2,195	145	4	2,565	875
51101000 - Temporary Help 51981000 - Compensation Accrual	0 7,778	0 3,440	0 (2,633)	0 419	0 9.004	581 5,824
Total Employee Compensation	342,015	256,642	132,780	4,869	736,306	762,942
Total Employee Compensation	542,015	230,042	132,780	4,603	750,500	102,342
Compensation Related	24.054	40.000	0.040	225	50 500	57.004
52411000 - F.I.C.A. 52421000 - F.U.I.	24,651 463	18,636 273	9,946 84	335 5	53,568 824	57,664 1,202
52431000 - F.U.I. 52431000 - S.U.I.	4,087	2.407	742	40	7,276	6,010
52451000 - Workers' Compensation Insurance	23,779	20,307	1,575	187	45,849	62,844
52461000 - Non Union Medical & Life Insurance	28,943	24,672	6,723	202	60,539	78,960
52481000 - Non-Union Retirement Plan	8,234	7,003	5,416	0	20,653	29,182
52981000 - Compensation Related Accrual	677	347	476	65_	1,565	931_
Total Employee Compensation and Related	90,833	73,645	24,963	833	190,273	236,793
Materials and Supplies			6 6200		1200000	<u> </u>
53001000 - Materials & Supplies	20,036	4,854	1,493	17	26,400	26,502
53004000 - Freight Total Materials and Supplies	728 20,763	4,854	1,510	0 17	744 27,144	26,502
And control of the co	20,100	4,004	1,010	•••	21,144	20,002
Utilities and Telephone 53301000 - Electricity	77,753	0	0	0	77,753	85,500
Total Utilities and Telephone	77,753			<u>0</u>	77,753	85,500
Legal Fees						
53401500 - Legal Fees	0	0	00	0	0	2,331
Total Legal Fees	0	0	0	0	0	2,331
Outside Services 53601500 - Credit Card Transaction Fees	31,176	0	4,237	0	35,414	5,250

Golden Rain Foundation of Laguna Woods Broadband Services Update August 20, 2018 Page 5

#### Golden Rain Foundation of Laguna Woods Proforma Broadband Services Summary of Operations 7/31/2018

	Cable Television	TV6	Ad Insertion	Internet	YTD ACTUAL	YTD BUDGET
				2		3.
53602500 - Licensing Fees	0	0	3,500	0	3,500	61,768
53704000 - Outside Services	152,285	47,715	4,256	ŏ	204,256	97,699
Total Outside Services	183,462	47,715	11,993	0	243,170	164,717
Repairs and Maintenance						
53701000 - Equipment Repair & Maint	30,829	90	49	0	30,968	38,661
Total Repairs and Maintenance	30,829	90	49	0	30,968	38,661
Other Operating Expense						
53801000 - Mileage & Meal Allowance	0	0	1,555	0	1,555	4,578
53801500 - Travel & Lodging	0	275	19	0	294	5,796
53802000 - Uniforms	1,395	0	0	0	1,395	1,750
53802500 - Dues & Memberships	0	0	0	0	0	1,771
53803000 - Subscriptions & Books	0	0	58	0	58	56
53803500 - Training & Education	0	1,159	0	0	1,159	3,815
53804000 - Staff Support	15	12	0	3	29	0
53901500 - Volunteer Support	0	69	0	0	69	56
54002500 - Filing Fees / Permits 54502500 - Cable Promotions	86 0	0	0	0	86	0
		0	1,311	0	1,311	2,037
Total Other Operating Expense	1,496	1,515	2,943	3	5,956	19,859
Property and Sales Tax						
54301500 - State & Local Taxes	1,134	111	0	0	1,245	140
Total Property and Sales Tax	1,134	111	0	0	1,245	140
Cable Programming/Copyright/Franchise						
54501000 - Cable - Programming Fees	2,749,531	0	0	0	2,749,531	2,683,331
54501500 - Cable - Copyright Fees	34,177	0	0	0	34,177	23,331
54502000 - Cable - Orange County Franchise Fees	110,848	3,253	22,226	0	136,327	122,668
Total Cable Programming/Copyright/Franchise	2,894,556	3,253	22,226	0	2,920,034	2,829,330
Uncollectible Accounts						
54602000 - Bad Debt Expense	6,203	0	1,875	0	8,078	19,530
Total Uncollectible Accounts	6,203	0	1,875	0	8,078	19,530
Total Expenses	3,649,044	387,824	198,339	5,722	4,240,929	4,186,305
Net Revenue/(Expense)	(\$2,332,395)	(\$320,075)	\$283,896	\$895,436	(\$1,473,138)	(\$1,609,199)



#### STAFF REPORT

**DATE:** August 20, 2018

FOR: GRF Media and Communications Committee

SUBJECT: Marketing and Communications Activities Report July 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 provide service residents. The attached report demonstrates recent engagement efforts through the iContact direct email service that is used to disseminate news and information. 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 explain 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 CodeRED protocol in the event of emergencies. In July there were eight unscheduled emails which included pool closures and updates, cooling center information, fire status, internet and digital channel updates and movies at the Performing Arts Center.

MarComm Staff continues to assist other departments with branding and the dissemination of information to Residents. In these efforts Resident Services has requested assistance with the update of 50 forms. Human Resources is updating the Application for Employment. Maintenance and Landscaping has been collaborating through frequent letters to individual Residents describing project scope of work and timelines. Staff has designed two communication plans for Manor Alterations.

MarComm is working on a campaign to update CodeRED contact information which includes a partnership with the Disaster Preparedness Task Force. Security has delegated the Good Neighbor Captain Newsletter, Disaster Preparedness Task Force Emergency Door Hangers and update Emergency Contact forms.

Docent Tours occur every Thursday at 1 p.m. and the fourth Saturday of the month at 9 a.m. as a promotional and marketing effort for potential residents. New Resident Orientations are

held once a month for each Mutual, presented by Staff and a Board Member. Staff continues to make telephone calls, write letters and emails to welcome new residents. Attached reports reflect the activity for these meetings in the month of July. The reports include attendance and how individuals learned about the community.

MarComm workflow is managed through Trello, an online project management system. Trello tracks work performed by Staff and a freelance graphic artist, including deadlines, run sheets, writing, editing, fact checking, graphic design and submission through iContact. Attached is the report of projects and requesting departments.

MarComm Staff provide monthly Facebook analytics. The attached report provides an update on these analytics which include landing page, page title and sessions.

#### **FINANCIAL ANALYSIS**

None.

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

Reviewed By: Siobhan Foster, COO

TrashChute

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			ICO	ntact							
Date	Title	Contacts	Open	Bounce	No Info.	Clicks	Smartphone	Tablet	Computer	Unsub	Complain
1-Jul	Easy Rider	12,986	44.1%	0.4%	55.5%	19.0%	36.0%	27.0%	37.0%	11	4
6-Jul	Breeze	13,323	37.5%	0.4%	62.1%	12.0%	31.0%	24.0%	45.0%	2	0
6-Jul	What's Up	13,310	43.3%	0.4%	56.3%	14.0%	34.0%	26.0%	40.0%	8	0
7-Jul	Pool Closure	13,300	50.9%	0.3%	48.8%	0.0%	44.0%	22.0%	33.0%	21	11
8-Jul	Cooling Center	13,680	46.1%	0.3%	53.6%	0.0%	46.0%	21.0%	33.0%	12	9
9-Jul	Pool Updates	13,262	42.5%	0.3%	57.1%	0.0%	41.0%	21.0%	38.0%	10	2
11-Jul	Rec. Events	13,244	43.8%	0.4%	55.8%	14.0%	36.0%	24.0%	40.0%	10	1
13-Jul	Fire Call	38	47.9%	0.0%	42.1%	0.0%	49.0%	11.0%	40.0%	0	0
13-Jul	What's Up	13,224	45.6%	0.4%	54.0%	28.0%	33.0%	27.0%	40.0%	4	0
16-Jul	Internet	13,219	47.3%	0.4%	52.3%	0.0%	36.0%	23.0%	41.0%	10	11
16-Jul	Digital Channel	12,872	44.0%	0.3%	55.6%	10.0%	36.0%	27.0%	37.0%	5	3
17-Jul	VMS Newsletter	489	34.6%	0.4%	65.0%	21.0%	4.0%	0.0%	96.0%	0	0
20-Jul	What's Up	13,321	46.3%	0.4%	53.4%	24.0%	31.0%	27.0%	42.0%	9	1
24-Jul	Movie at PAC	13,312	41.2%	0.4%	58.4%	0.0%	36.0%	22.0%	42.0%	6	1
25-Jul	Movie at PAC	13,305	39.5%	0.4%	60.1%	0.0%	37.0%	23.0%	39.0%	2	0
27-Jul	What's Up	13,301	45.8%	0.4%	53.8%	26.0%	34.0%	29.0%	38.0%	6	2
30-Jul	Easy Rider	12,829	45.0%	0.4%	54.6%	18.0%	36.0%	24.0%	40.0%	7	1
31-Jul	Rec. Events	12,820	44.6%	0.4%	55.0%	18.0%	36.0%	24.0%	40.0%	4	11
		11,769	43.9%	0.4%	55.2%	11.3%	35.3%	22.3%	42.3%	127	37

Dept	Title	ррт	Marqu	Brochure	Newsletter	Flyer	11x17 Poster	24x36 Poster	Dept email	Friday Blast	Globe	Letter	Misc.	Total
Trans	Newsletter				1	1								2
	Rules					1								1
														3
Maint.	Water Heater											1		1
	Brush Clearing											1		1
	Tree Removal											1		1
	Resident Notice					1								1

July Trello Projects

GM	Resale Correction										1	1	2
	Obsolete Items								1				1
	Serpentine		1										1
	Whats Up								1				1
	Whats Up								1				1
	ENL			1									1
	Whats Up								1				1
	Breeze								1				1
													9
Rec.	Hot Water out				1								1
	Line Dance				1								1
	Art Studio				1								1
	Pool Notice				1								1
	Sewing Rm Notice				1								1
	Woodshop				1								1
	Ceramics				1								1
	Personal Train				1								1
	Fitness Class				1								1
	Holiday Hours				1								1
	Monthly Dinner			1	1	1	1	1	1	1			7
	Rec. Report						1						1
	Tea			1	1	1	1	1	1	1			7
	Car Show			1	1	1	1	1	1	1			7
	Sat. Dance			1	1	1	1	1	1	1			7
	Melodies			1	1	1	1	1	1	1			7
	Rec. Report							1					1
	Golf			1	1	1	1	1	1	1			7
													54
Soc. Sv	Brochure		1										1
	Logo											1	1
													2
Security	BBQ Flyer				1								1

Docent Tour At	ttenc	lance
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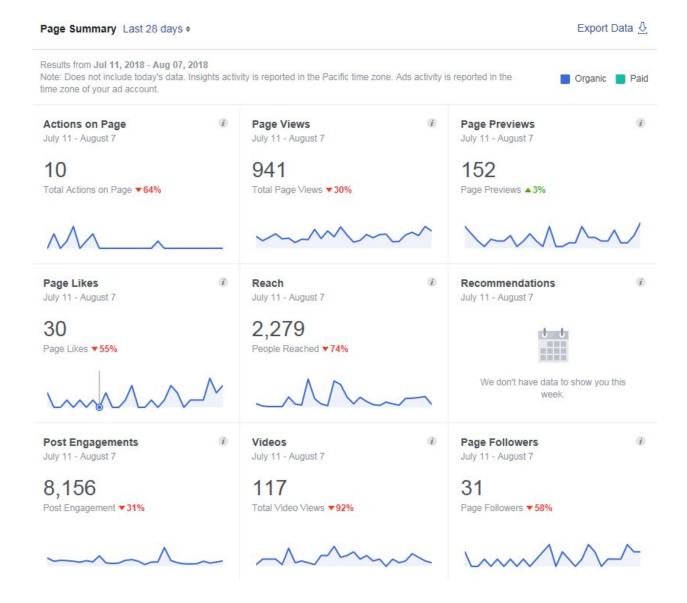
Date	Attend	Resident	Non-R	Internet	Other
7/5/2018	22	5	17	6	16
7/12/2018	22	5	14	8	14
7/19/2018	22	8	14	15	7
7/26/2018	22	5	17	7	15
7/28/2018	21	5	14	6	15
July-18	109				

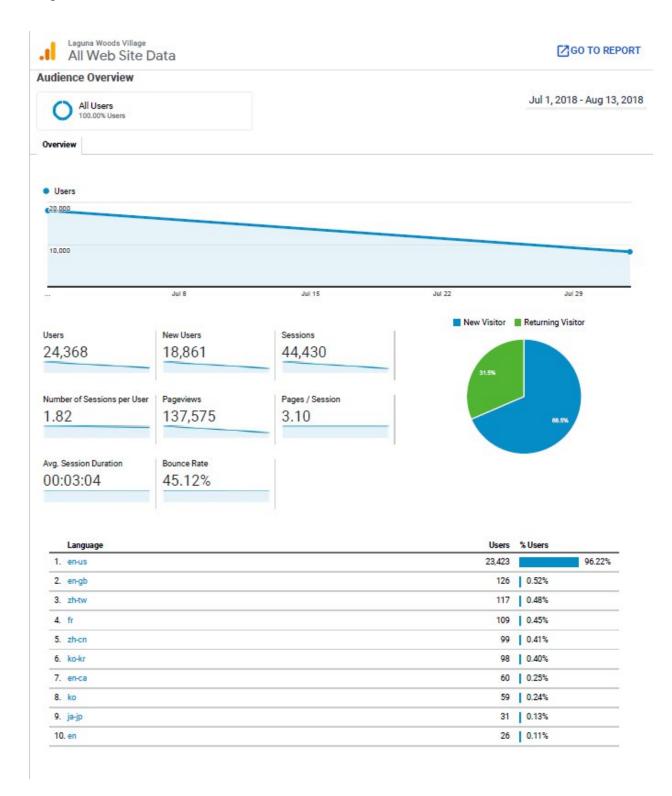
United	
JULY	COUNT
Signed up for NRO	14
Previous Resident	5
Already did NRO	5
Other/not interested	22
Total called	46

Third		
JULY	COUNT	
Signed up for NRO		26
Previous Resident		3
Already did NRO		2
Other/not interested		14
Total called		45

#### 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	24	Skillman		7/20/2018	13	Frankel
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	152			Total YTD	123	



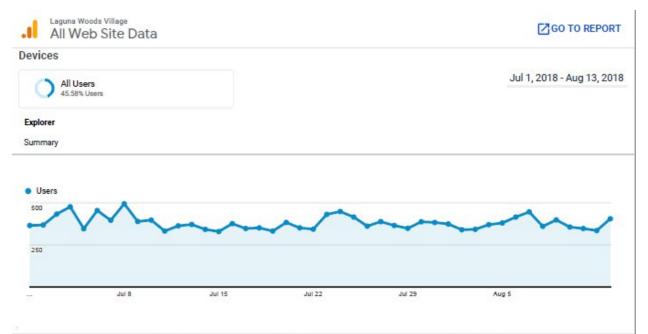




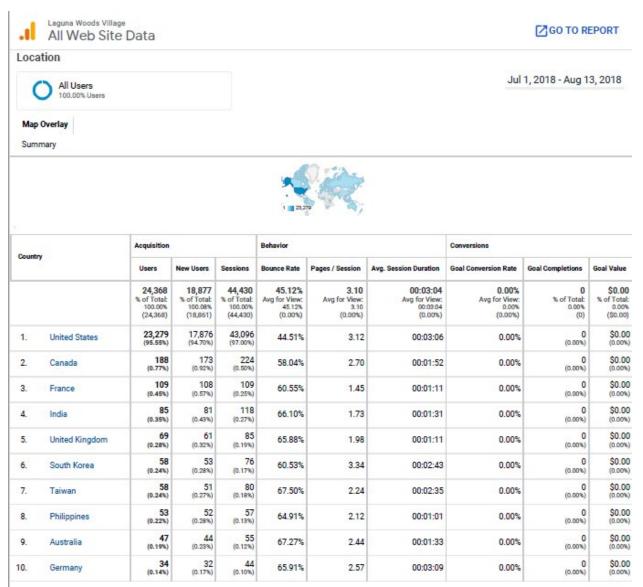


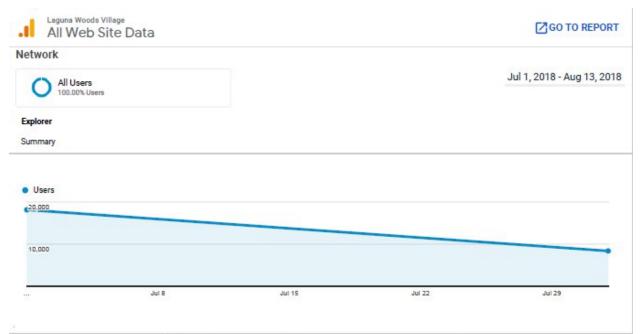


City	y	Acquisition			Behavior			Conversions		
City		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		11,108 % of Total: 45.58% (24,368)	8,648 % of Total: 45.85% (18,861)	19,406 % of Total: 43.68% (44,430)	53.79% Avg for View: 45.12% (19.22%)	2.62 Avg for View: 3.10 (-15.35%)	00:02:29 Avg for View: 00:03:04 (-19.13%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total 0.001 (\$0.00
1.	Laguna Woods	3,317 (27.04%)	1,875 (21.68%)	6,835 (35.22%)	51.03%	2.73	00:02:30	0.00%	(0.00%)	\$0.00
2.	Los Angeles	1,882 (15.34%)	1,402 (16.21%)	2,698 (13.90%)	56.19%	2.41	00:02:15	0.00%	(0.00%)	\$0.00
3.	San Diego	1,051 (8.57%)	705 (8.15%)	1,519 (7.83%)	54.18%	2.58	00:02:04	0.00%	(0.00%)	\$0.00
4.	Irvine	501 (4.08%)	369 (4.27%)	748 (3.85%)	59.22%	2.45	00:02:17	0.00%	(0.00%)	\$0.00
5.	Lake Forest	251 (2.05%)	187 (2.16%)	378 (1.95%)	55.56%	2.66	00:02:40	0.00%	(0.00%)	\$0.00
6.	Laguna Niguel	240 (1.96%)	188 (2.17%)	317 (1.63%)	49.21%	2.62	00:02:34	0.00%	(0.00%)	\$0.00
7.	(not set)	217 (1.77%)	163 (1.88%)	287 (1.48%)	62.37%	2.19	00:01:46	0.00%	(0.00%)	\$0.00
8.	Mission Viejo	214 (1.74%)	157 (1.82%)	389 (2.00%)	57.84%	2.39	00:02:15	0.00%	(0.00%)	\$0.00
9.	Santa Ana	180 (1.47%)	106 (1.23%)	262 (1.35%)	53.05%	2.35	00:02:04	0.00%	(0.00%)	\$0.00
10.	Laguna Hills	120 (0.98%)	88 (1.02%)	218 (1.12%)	49.54%	3.01	00:03:23	0.00%	(0.00%)	\$0.00



	Acquisition			Behavior			Conversions		
Mobile Device Info	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	11,108 % of Total: 45.58% (24,368)	8,648 % of Total: 45.85% (18,861)	19,406 % of Total: 43.68% (44,430)	53.79% Avg for View: 45.12% (19.22%)	2.62 Avg for View: 3.10 (-15.35%)	00:02:29 Avg for View: 00:03:04 (-19.13%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total 0.00% (\$0.00
1. Apple iPhone	5,493 (49.93%)	4,480 (51.80%)	9,014 (46.45%)	58.12%	2.26	00:02:02	0.00%	0 (#000.0)	\$0.0
2. Apple iPad	2,785 (25.31%)	2,042 (23.61%)	5,425 (27.96%)	47.15%	2.90	00:03:10	0.00%	0.00%)	\$0.0
3. Microsoft Windows RT Tablet	186 (1.69%)	136 (1.57%)	342 (1.76%)	33.92%	3.33	00:03:14	0.00%	0.00%)	\$0.0
4. Samsung SM-G950U Galaxy S8	117 (1.06%)	92 (1.06%)	244 (1.26%)	48.36%	3.35	00:02:31	0.00%	(0.00%)	\$0.0
5. Samsung SM-G930V Galaxy S7	113 (1.03%)	74 (0.86%)	236 (1.22%)	60.59%	2.56	00:01:53	0.00%	(0.00%)	\$0.0
Samsung SM-N950U Galaxy     Note8	111 (1.01%)	95 (1.10%)	187 (0.96%)	63.64%	2.04	00:01:03	0.00%	0 (#00.0)	\$0.0
7. Samsung SM-G955U Galaxy S8-	101 (0.92%)	84 (0.97%)	174 (0.90%)	44.83%	3.21	00:02:39	0.00%	0 (#000.0)	\$0.0
8. (not set)	98 (0.89%)	84 (0.97%)	165 (0.85%)	57.58%	2.79	00:02:23	0.00%	0.00%)	\$0.0
9. Samsung SM-G960U Galaxy S9	54 (0.49%)	46 (0.53%)	95 (0.49%)	52.63%	3.13	00:02:20	0.00%	0 (#200.0)	\$0.0
10. Samsung SM-G965U Galaxy S94	(0.45%)	40 (0.45%)	123 (0.63%)	48.78%	2.82	00:02:17	0.00%	0 (0.00%)	\$0.0





	Acquisition			Behavior			Conversions		
Service Provider	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	24,368 % of Total: 100.00% (24,368)	18,877 % of Total: 100.08% (18,861)	44,430 % of Total: 100.00% (44,430)	45.12% Avg for View: 45.12% (0.00%)	3.10 Avg for View: 3.10 (0.00%)	00:03:04 Avg for View: 00:03:04 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	% of Total: 0.00% (0)	\$0.00 % of Yota 0.00 (\$0.00
1. west coast internet incorporated	5,910 (23.07%)	3,211 (17.01%)	15,390 (34.64%)	39.51%	3.21	00:03:08	0.00%	(0.00%)	\$0.0
2. cox communications inc.	2,400 (9.37%)	1,928 (10.21%)	3,622 (8.15%)	42.82%	3.31	00:03:26	0.00%	(0.00%)	\$0.0
3. time warner cable internet llc	2,183 (8.52%)	1,888	3,052 (6.87%)	44.46%	3.31	00:03:35	0.00%	(0.00%)	\$0.0
cellco partnership dba verizon wireless	1,470 (5.74%)	1,044 (5.53%)	2,119 (4.77%)	54.37%	2.59	00:02:18	0.00%	(0.00%)	\$0.0
5. at&,t internet services	1,216 (4.75%)	960 (5.09%)	1,756 (3.95%)	43.56%	3.35	00:03:52	0.00%	(0.00%)	\$0.0
6. t-mobile usa inc.	801 (3.13%)	588 (3.11%)	1,206 (2.71%)	57.71%	2.37	00:02:05	0.00%	(0.00%)	\$0.0
7. cox communications	789 (3.08%)	612 (3.24%)	1,113 (2.51%)	42.05%	3.37	00:03:04	0.00%	(0.00%)	\$0.0
8. comcast cable communications lle	763 (2.98%)	649 (3.44%)	1,049 (2.36%)	43.09%	3.48	00:04:00	0.00%	(0.00%)	\$0.0
9. at&,t mobility IIc	650 (2.54%)	477 (2.53%)	985 (2.22%)	60.10%	2.23	00:01:50	0.00%	(0.00%)	\$0.0
10. at&t internet services	533 (2.08%)	413 (2.19%)	744 (1.67%)	45.03%	3.38	00:03:29	0.00%	(0.00%)	\$0.0

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#### **OPEN MEETING**

#### MEETING OF THE THRIVE TASK FORCE

# Wednesday, July 18, 2018– 9:30 a.m. Laguna Woods Village Community Center, Cypress Room 24351 El Toro Road

#### **REPORT**

Members Present: Chair Beth Perak, Joan Milliman, Lucy Parker, Maggie Blackwell

and Steve Carmen.

**Members Absent:** Scott Marvel, Tom Nash, Cyndee Whitney and Doug Rook

**Staff Present:** Brian Gruner, Paul Ortiz and Becky Jackson

1. Call to Order

Joan Milliman called to order at 9:35 a.m.

2. Acknowledgment of Media

Paul Ortiz from Village Television

3. Approval of the Agenda

Agenda approved.

4. Approval of Meeting Report

None.

5. Chair's Remarks

None.

6. Member Comments (Items Not on the Agenda)

None.

#### 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 members of the Committee, such item(s) shall be the subject of further discussion and action by the Committee.

7. None.

#### Reports:

8. Video Club/Training-Scott Marvel, Tom Nash, Lucy Parker and Beth Perak

Lucy Parker stated, Scott Marvel has done four videos on his phone. Tom Nash is still working on video/stories on television.

Paul Ortiz stated the camera club has done something similar.

Steve Carmen told the committee the Thrive of video club was done.

#### 9. Towers Tales-Tom Nash

Mr. Nash was not present to report.

10. Video/Camera Club Progress-Lucy Parker, Brian Gruner and Mark Rabinowitch Ms. Parker stated there is a need for camera club help with a photo of centenarians matched with photos of them in their 20's. Mark Rabinowich has done the photography. She offered to get video footage at the same time of centenarians. The goal is an art exhibit and half hour show and follow them to find out what they do in their lives. Ms. Parker offered to approach them to see if they wanted to participate.

Mr. Ortiz mentioned the 90's luncheon as an opportunity to find some of them.

Brian Gruner stated he has a list and will look it over. The list has at least eight that he can reach out to for the photo exhibit.

# 11. Thrive Channel, Instagram and YouTube-Paul Ortiz, Scott Marvel and Cyndee Whitney

Mr. Ortiz reported Thrive channel has been shut down. Most are using the website as the landing page for the videos. Heather Rasmussen used to update. Mr. Ortiz suggested Ms. Rasmussen can continue when she returns.

**12. Ongoing Thrive Shows-Scott Marvel, Paul Ortiz and Cyndee Whitney**Mr. Ortiz reported Mr. Marvel has taken the lead on this and has been continuing to do this. The next one will be the Woodstock.

Ms. Milliman suggested it would be a good idea if Mr. Marvel would mention the Thrive show during his training.

Maggie Blackwell stated Andre Torng had a website on his own, independent of Thrive, with very good content. She suggested approaching him to submit some of his photos to have a committee member take a look at this.

Chair Beth Perak reported she received an email from Dough Rook suggesting a video Mr. Marvel had done would be a good submission for a PSA.

Becky Jackson presented Thrive videos are used in Docent Tours as promotional material prior to the tour.

### 13. Contests, Reaching Out and New Ideas-Brian Gruner, Eileen Paulin and Paul Ortiz

Mr. Gruner suggested following up on having a Thrive presence at events. He is waiting on the logo.

Chair Perak assigned Ms. Milliman to follow-up with Eileen Paulin on buttons and logos.

Ms. Parker suggested having a pull-up banner providing exposure.

Ms. Milliman mentioned the logo has been approved and ready for buttons.

Mr. Ortiz requested the artwork and suggested giving to Mr. Marvel as well.

Chair Perak read the minutes from the last meeting regarding the logo and asked Ms. Milliman to follow-up with Ms. Paulin.

#### 14. Press Releases-Joan Milliman and Eileen Paulin

Ms. Milliman commented at this time there is nothing to release.

Mr. Ortiz mentioned programing. He will have Stephanie Taveras contact Ms. Milliman to populate and promote the program on Village Television. He will schedule Chair Perak in the afternoon as the first promotion.

Chair Perak offered to provide more introductory material where Mr. Marvel will do the segment. Chair Perak will also perform a monthly promotion of Thrive on This Day.

### 15. New Resident Video-Paul Ortiz, Brian Gruner, Becky Jackson and Eileen Paulin

Mr. Ortiz has not heard anything yet. He is short staffed and currently working on editing himself. Ms. Paulin was working on a script last he heard and he will move forward when he receives this.

Ms. Jackson offered to follow-up with this and reported these are being shown at Docent Tours and will do the same with New Resident Orientation.

Mr. Ortiz reminded the Committee of the "Remember why you moved here video" by Pat Wilkinson, will be submitted to Ms. Jackson for review and presentation during tours and orientations.

### 16. Communications Tools and Events-Eileen Paulin, Joan Milliman, Brian Gruner and Beth Perak

Chair Perak recapped advertising Thrive at events starting September 2018.

#### 17. Mission/Vision Statements-Beth Perak and Becky Jackson

Chair Perak asked Ms. Jackson to bring these back for the next meeting.

#### 18. Logo-Eileen Paulin

Chair Perak told the Committee these are done copy needs to go to Committee and Mr. Ortiz. Ms. Parker and Chair Perak.

- 19. Cyndee Whitney-Discovering Laguna Woods-Paul Ortiz and Cyndee Whitney Mr. Ortiz reported Cyndee Whitney shot with Village Television the new cycling class and fitness center. Show is on Wednesdays at 10 p.m. Her exposure was discussed and recognized.
- 20. Thrive Team-Beth Perak, Brian Gruner, Paul Ortiz and Joan Milliman
  Chair Perak suggested teams of 2 or 3 members to visit clubs and answer questions on Thrive. Chair Perak will work with Ms. Milliman and Mr. Gruner to provide a short script for the team when they present at a club meeting. The three will work on outreach to clubs obtaining permission.

Mr. Gruner suggested getting permission from the clubs to do this.

#### 21. PSA's-Beth Perak, Paul Ortiz, Steve Carman and Lucy Parker

Chair Perak commented that the Foundation needs an updated PSA and will discuss with Mr. Ortiz.

Mr. Ortiz stated it was shot a year ago and they need to be updated.

Ms. Parker suggested a PSA on scams that she would like to include. The Video club will produce these if they are provided a script.

Mr. Ortiz suggested to make sure the language and branding is approved by the committee Mr. Ortiz will include this on Cable Television and suggested Chair Perak or Ms. Whitney would be a good spokesperson. The content needs to be 29 seconds and change.

#### **Items for Future Agendas:**

#### 22. Assignments

See above notes.

#### **Concluding Business:**

#### 23. Committee Member Comments

Steve Carman presented Self-fulfilling prophesies article and explained the message associated with this. Chair Perak asked to put it on the next agenda. Would like the contact information for all members of the Committee. Ms. Jackson will follow-up with this.

Mr. Gruner asked to see more marketing material for the events.

Maggie Blackwell talked about is a British show about a retirement community. Would like members to take a look at this.

Ms. Parker stated it was a good meeting and would like the materials to be condensed for Mr. Carman. Mentioned the Miya Angelo quote, "My mission in life is not merely to survive, but to thrive; and to do so with some passion, some compassion, some humor and some style." Chair Perak would like this on the next agenda.

Ms. Milliman stated it was a good meeting and would like to revisit the time of the meeting. A new day and time has been determined to the fourth Wednesday of the month at 9:30 a.m.

Ms. Jackson assisted with new dates and time for meeting.

Chair Perak asked Mr. Carmen to follow-up with Ted Talks and takes the concept and turns it into Thrive Talks. Commented on how great the team is.

- 24. Date of Next Meeting Wednesday, August 22 at 9:30 a.m., Cypress Room
- 25. Adjournment at 11:08 a.m.

Beth Perak, Chair Becky Jackson, Staff Officer Telephone: 949-268-2291 THIS PAGE INTENTIONALLY LEFT BLANK

Estimate # Q-00008998



Project Name: 6' Standard Throw (One Imprint Location)

Description:

Our most popular table throw is elegant in its simplicity. For use with tables 6' wide. Covers four sides of the table. Draped corners. Constructed of polyester poplin. Flame retardant treated (FR rated for exhibit halls). Machine-washable and wrinkle-resistant; do not dry clean and do not iron. One-year product warranty. 30" L x 72" W x 28" H

Black, Blueberry, Brown, Burgundy, Charcoal, Gray, Hunter Green, Lime Green, Navy, Orange, Purple, Red, Roval Rlive White Vellow 72" W x 28" H x 30" D polyester poplin JMELB-FBEAU Item Material tem Number tem Color Item Size

Imprint Colors full color Imprint placement 1 location

50 in (W) x 17 in (H)

Imprint Size

Orders of more than 1 item are bulk packed.; Units/Ctn: 1; Weight/Ctn: 3.5 lbs.; Dimensions: 6" x 39" x 6" MN-Estimated ground freight to 95818 Thermal Heat Transfer **Decorating Method Packaging** Ship From

full color Quantity 1 Suggested Sell Price \$299
Estimated Freight \$20.00

Subject to 5% billable over/under runs.

Production Time 3 business days
Droduction
Droduction 3 business days after proof approval
Example 2 bit business days
Droduction 3 business days
Droduction 5 business days
Droduction 11 business days
Droduction 11 business days



Quote is valid for 30 days on most items. Delivery charges and taxes are additional unless specified above. Production lead times begin after proof approval. Estimate is based on approved art provided, additional charges will apply for file preparation. Orders with multiple shipping destinations will incur additional charges.

By accepting this quote, Customer has accurately notified RR Donnelley if the requested product is primarily intended or attractive to children 12 years of age or younger and if the product is a Food, Dietary Supplement, Cosmetic, Drug (OTC/Rx) or Medical Device OR is likely to contact food OR likely to be applied to skin. RR Donnelley is a promotional products distributor and is not a manufacturer of the items provided on this quote.

Other terms and conditions can be viewed here: http://www.rrdonnelley.com/terms/rrd-terms-conditions.aspx

Estimate # Q-00008998



Project Name: 28" Standard Table Runner (One Imprint Location)

Description

This stylish runner lets you add a logo or design to any table. It can be draped over a bare table or paired with a table throw to create a multilayered look. 28" wide. Constructed of polyester poplin. Flame retardant treated (FR rated for exhibit halls). Machine-washable and wrinkle-resistant; do not dry clean and do not iron. One-year product warranty. Complies with NFPA. 28" W x 80" H

Item Number	AKJQB-DMIOS
Item Size	28" W×80" H
Item Material	polyester poplin
Item Color	Black, Blueberry, Brown, Burgundy, Charcoal, Gray, Hunter Green, Navy, Purple, Red, Royal Blue, Yellow, White

Imprint Colors full color
Imprint placement 1 location
Decorating Method Thermal Heat Transfer

24" W x 17" H

Imprint Size

Orders of more than 1 item are bulk packed.; Units/Ctn: 1; Weight/Ctn: 1.5 lbs.; Dimensions: 6" x 39" x 6" MN-Estimated ground freight to 95818 **Decorating Method Packaging** Ship From

full color Quantity 1 Suggested Sell Price \$198 Estimated Freight \$20.00

Subject to 5% billable over/under runs.

business days	business days after proof approval	business days	business days	
ю	ĸ	5	11	
Production Time Proof	<u>D</u> roduction	Shipping Said	e 2	<u>‡ 11</u> of 4



By accepting this quote, Customer has accurately notified RR Donnelley if the requested product is primarily intended or attractive to children 12 years of age or younger and if the product is a Food, Dietary Quote is valid for 30 days on most items. Delivery charges and taxes are additional unless specified above. Production lead times begin after proof approval. Estimate is based on approved art provided, additional charges will apply for file preparation. Orders with multiple shipping destinations will incur additional charges.

Supplement, Cosmetic, Drug (OTC/Rx) or Medical Device OR is likely to contact food OR likely to be applied to skin. RR Donnelley is a promotional products distributor and is not a manufacturer of the items provided on this quote. Other terms and conditions can be viewed here: http://www.rrdonnelley.com/terms/rrd-terms-conditions.aspx Becky,

I have a vendor with new equipment that can do a full color imprint for the same price as a one color. This is done through digital printing. Here is your quote:

 $4" \times 7"$  magnet w/ rounded corners and full color imprint: 20,000 @ 22 cents each

FOB Washington Mo.

Production Time is 7 working days after proof approval.

Let me know if you have any questions.

Thanks,

Rob Dodson 949-885-0385 http://shoprobd.vaildunlap.com



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