



**OPEN MEETING**  
**THE GOLDEN RAIN FOUNDATION**  
**MEDIA AND COMMUNICATIONS COMMITTEE**  
Monday, June 17, 2019, 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 Annie McCary, Pat English, Annette Sabol Soule, Maggie Blackwell, Lynn Jarrett, Elsie Addington, Ryna Rothberg, Advisers Steve Carman Lucy Parker and Sheila Bialka
- MEMBERS ABSENT:** None
- OTHERS PRESENT:** Juanita Skillman—United, Roy Bruninghaus—Third, Richard Rader—VMS and Diane Phelps—GRF
- STAFF PRESENT:** Eileen Paulin, Chuck Holland, Ellyce Rothrock and Becky Jackson

**1. Call to Order**

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

**2. Acknowledgement of Media**

No media present.

**3. Approval of the Agenda**

Agenda was approved.

**4. Approval of Meeting Report from May 17, 2019**

Chair Joan Milliman noted changes for the Report dated May 17, 2019:

- Page 2, item # 8, paragraph 2, line 5 insert “Prime Ticket” after Fox Sports Net
- Page 2, item # 8, paragraph 2, line 1 insert “GRF Board” after Staff Report for the June

With the above changes, the Report from May 17, 2019 was approved.

**5. Chair’s Remarks**

Chair Milliman stated that next month GRF will vote on the elimination of Fox Sports Net Prime Ticket and Fox Sports Net West. Comments can be submitted to Catherine.laster@vmsinc.org.

Chair Milliman commented on rumors in the Globe and internet and recommended that

Residents check the facts first. She suggested obtaining facts through the YouTube channel, resolutions, agenda packets and the LWV website. She reminded everyone about the candidate information receptions in the Board Room: United Laguna Woods Mutual, on Tuesday, June 18 from 5 to 6:30 p.m. and Third Laguna Hills Mutual, Thursday, June 27 at 4 to 5:30 p.m. For questions contact Becky Jackson at 949-597-4678.

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

Andy Triplett 852-N was called to speak and asked about the cable cards and the reason for the monthly fee.

Mary Wall 239-D was called to speak and asked about removal of the Channel 3 guide. She wanted a more thorough breakdown of equipment replacement and advertisers from the Staff Report.

Nancy Platka 5061 was called to speak and she asked that the elimination of Fox Sports Net Prime Ticket and Fox Sports Net West be reconsidered.

Dr. Lois Rubin 5509-B was called to speak and she asked that the removal of the Channel 3 guide be reconsidered.

Maxine McIntosh 68-C was called to speak and asked if you can use the adapter with a set top box and how is the payment process made?

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

Chuck Holland addressed the question about cable cards and explained that the monthly fee is to be in compliance with encrypting content for broadcast. The benefit of a cable card is that it makes more than 300 channels available. Pricing is per manor. Mr. Holland gave a background of the decision of the monthly charges of cable card fees stating the numbers were brought to committee and approved.

Mr. Holland addressed the members with a presentation that included:

- Facts about Broadband Services
- The cost comparison of cable services in the Village versus the nearest competitor
- The Channel 3 analog television guide and how it was no longer supported by the television industry
- Benefits of high definition which included the increase in channels and a simpler experience
- Describing analog
- The federal law to cease analog broadcasts
- The digital interactive guide
- Set-top devices

Mr. Holland answered Ms. McIntosh stating that equipment is billed monthly.

## **REPORTS:**

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

Mr. Holland presented contract renewals describing NCTC contracts. He told members to send comments to GM@vmsinc.org. He reviewed subscriber counts, set-top boxes, Pay-TV, international channels and high speed data. He also gave an overview of the Proforma Broadband Services Summary of Operations which includes: Revenues, Broadband Services, Employee Compensation, Materials and Supplies, Utilities, Legal Fees, Outside Services, Repairs and Maintenance, Taxes, Copyright/Franchise Fees and uncollectible accounts.

Jon Pearlstone presented a report titled Broadband Services Financial Highlights 2019. He suggested acquiring more revenue from advertisement in lieu of using assessment funds.

### **8a. Collection Policy for Broadband Services**

Mr. Holland discussed the Collection Policy for Broadband Services. The new policy incorporates a suspension of premium channels with no need for further Board approval after sixty (60) instead of the original ninety (90) days of delinquency. A \$10 late fee for each subsequent thirty (30) days of delinquency will also be added. This Collection Policy includes when Members are delinquent in payment of their premium channel and/or equipment rental charges.

Chair Milliman entertained a motion to shorten the time to suspend premium channel services from 90 to 60 days after delinquency and to approve the revised Collection Policy for Broadband Services. Director Ryna Rothberg made a motion to suspend premium channel services from 90 to 60 days after delinquency and to approve the revised Collection Policy for Broadband Services; Director Lynn Jarrett seconded the motion. Motion to suspend premium channel services from 90 to 60 days after delinquency passed unanimously and will be taken before the GRF Board Meeting Tuesday, July 2, 2019.

### **8b. Proposed 2020 Fees for Broadband Services**

Mr. Holland reported on the proposed fees noting changes in installation fees, remote controls and equipment replacement. Tivo Box line item was not present in the report.

Chair Milliman entertained a motion to pass the changes in the Proposed 2020 Fee Structure. Director Jarrett made a motion to pass the Proposed 2020 Fee Structure; Director Annie McCary seconded the motion. Motion to pass the Proposed 2020 Fee Structure was passed unanimously and will be taken before the GRF Board Meeting Tuesday, July 2, 2019.

### **9. Marketing and Communications Report-Eileen Paulin**

Eileen Paulin updated committee on highlights:

- Animal control
- Centenarian Project
- Community Center closure

- Crisis management
- Docent tours and Realtor tours
- Elections and meet and greets
- Email lists
- Events
- Gate construction
- iContact
- Maintenance and construction
- New Resident Orientations
- Newsletters
- Notifications
- OC Registrar of Voters presentation
- Real estate conformity
- Resident Portal
- Upcoming census
- Waste management

Dick Radar 270-P stated he had received a complaint of notices going out without dates and asked to have a date on all publications.

Ms. Paulin responded that dates are on all MarComm correspondence and asked Mr. Rader to specify what publications he was talking about so she can assist.

**ITEMS FOR DISCUSSION AND CONSIDERATION:**

**ITEMS FOR FUTURE AGENDAS:**

**CONCLUDING BUSINESS:**

**10. Committee Member Comments**

Advisor Sheila Bialka asked that we give out the Village TV guide on the Docent Tour.

Advisor Steve Carman commented on Sling TV.

Advisor Lucy Parker complimented the MarComm Staff on the restructuring of What's Up in the Village.

Director Elsie Addington commented on the third Saturday of the month bulky item pickup, by 9 a.m.

Director Pat English applauded Mr. Holland for his knowledge and patience.

Director Annette Sabol Soule talked about the \$7.95 equipment rental fee.

Director McCary reminded everyone about the June 27 candidate information reception for Third Mutual.

Director Jarrett expressed concern in regards to communication about the removal of the two channels.

Director Rothberg also commented on the \$7.95 equipment rental fee.

Mr. Holland commented on the share cost portion of cable, stating it will go from 19 to 13 per month. This does not mean the assessments will go down.


Ms. Paulin let the committee know there is a marketing and communications plan already underway for the elimination of Fox Sports Net Prime Ticket and Fox Sports Net West.

Chair Milliman thanked everyone for a great meeting.

**11. Date of Next Meeting—Monday, July 15, 2019, 1:30 p.m. in the Board Room**

**12. Adjournment**

Meeting was adjourned at 3:32 p.m.

  
Joan Milliman, Chair  
Media and Communications Committee