



OPEN MEETING
THE GOLDEN RAIN FOUNDATION
MEDIA AND COMMUNICATIONS COMMITTEE
Monday, April 15, 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 Roy Bruninghaus, Pat English, Annette Sabol Soule, Maggie Blackwell, Lynn Jarrett, Elsie Addington, Ryna Rothberg and Adviser Lucy Parker.
- MEMBERS ABSENT:** Advisers Steve Carman and Sheila Bialka.
- OTHERS PRESENT:** Dick Rader—VMS, Juanita Skillman—United, Andre Torng—United and Diane Phelps—GRF
- 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. **Acknowledgement of Media**
Paul Ortiz from Village Television was present.
3. **Approval of the Agenda**
Chuck Holland presented pages 4 and 5 of Agenda Item # 8 were reversed. Noting correction, agenda was approved.
4. **Approval of Meeting Report from February 26, 2019**
Report was approved.
5. **Chair's Remarks**
Chair Milliman commented on some complaints received getting in Gate 2 using the originally issued RFID stickers. She told the audience to go to Resident Services, if they are having issues, to have their stickers reprogrammed.
6. **Member Comments (Items not on the Agenda)**
John Lafferty 3513-C was called to speak. He discussed the fees associated with using cable cards and also asked about cable programming expenses.

Mr. Holland addressed Mr. Lafferty's remarks and told him about the motion that was passed by the Media and Communications Committee in December 2018, then becoming a Resolution in the GRF meeting of February 2, 2019, finally approving charging fees to recover costs to GRF.

Juanita Skillman 2154-N was called to speak. She reminded everyone of the I-5 meeting on Thursday, April 18 at 4:30 p.m. at the Holiday Inn. She encouraged everyone to go.

Richard Rader 270-D was called to speak. He asked about the RFID sticker being transferred from one vehicle to another and whether there is a charge for this.

Mr. Holland reminded him that the RFID stickers cannot be transferred because they self-destruct when removed. A new fee of \$25 is charged to pay for the cost of a new one.

7. Director's and Staff Forum

REPORTS:

8. Broadband and Contracts Report—Chuck Holland

Mr. Holland gave a comprehensive PowerPoint on Cable Card Fees and Broadband Services Channels. The latter includes a goal to remove standard definition by the end of 2019 and become 100 percent high definition by 2020. He described five phases to the Broadband Services Roadmap which include a digital guide to existing digital converters, discontinuing the analog channel 3 guide, replacing all standard definition set-top-boxes, consolidating and reconfiguring high-definition channels for direct plugin TV's and digital subscribers.

Mr. Holland described the benefits to the community which include simplicity, easier call handling for Customer Support and reduction in hardware, licensing, costs, energy consumption and recurring maintenance.

Mr. Holland gave his regular report which included Contract Renewals, Subscriber Counts and Proforma Broadband Services Summary of Operations. The Summary of Operations included Outside Services, Repairs and Maintenance, Operating Expenses, Property and Sales Tax, Cable Programming/Copyright/Franchise Fees, Non-collectable Accounts, Merchandise Sales, Clubhouse Rentals and Event Fees, Broadband Services, Miscellaneous, Employee Compensation, Utilities and Telephone and Legal Fees.

9. Marketing and Communications Report-Eileen Paulin

Eileen Paulin reported on Docent Tours, New Resident Orientations, Workflow, Emails, Publications and Department areas of focus. Areas of focus include weed abatement, gate construction, RFID stickers, security awareness, I-5/EI Toro interchange project, waste disposal, recycling, new dryer installation, street lighting in Third Mutual, and Transportation Study updates. She also talked about new procedures notifying residents when there is an elevator outage.

ITEMS FOR DISCUSSION AND CONSIDERATION:

10. Combining Communications Committee

Ms. Paulin reported there is nothing official, but the goal of staff is to have all combined.

11. Press Policy-Eileen Paulin

Ms. Paulin discussed the Realtor Tours and implementing a policy for photography and marketing.

ITEMS FOR FUTURE AGENDAS:

CONCLUDING BUSINESS:

12. Committee Member Comments

Ms. Paulin reminded the members of Senate Bill 754, the Acclamation Bill to help save money on election costs and reminded everyone to sign a letter.

Director Lynn Jarrett would like a Town Hall on the turf modernization project in Gate 14.

Director Bruninghaus would like a copy of Mr. Holland's presentation.

Director Pat English thanked Ms. Skillman for the information in the I-5.

Adviser Lucy Parker complimented Becky Jackson on the Docent Program. She stated she is having difficulty pulling up the emails on her phone. Staff offered to help her navigate through this.

Director Ryna Rothberg thanked Ms. Paulin for bringing up the Senate Bill.

Director Elsie Addington thanked staff for their work and talked about the 45-page report on the I-5 project.

13. Date of Next Meeting—Monday, May 20, 2019, 1:30 p.m. in the Board Room

14. Adjournment

Meeting was adjourned at 3:14 p.m.


Joan Milliman, Chair
Media and Communications Committee