



OPEN MEETING
THE GOLDEN RAIN FOUNDATION
MEDIA AND COMMUNICATIONS COMMITTEE
Monday, May 20, 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, Adviser Steve Carman and Adviser Sheila Bialka
- MEMBERS ABSENT:** Director Ryna Rothberg and Adviser Lucy Parker
- OTHERS PRESENT:** Rosemarie diLorenzo—Third, Cush Bhada—Third, Annie McCary—Third, Juanita Skillman—United, and Diane Phelps—GRF
- STAFF PRESENT:** Eileen Paulin, Chuck Holland, Paul Ortiz, Ellyce Rothrock and Becky Jackson

- 1. Call to Order**
Chair Joan Milliman called the meeting to order at 1:31 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 from April 15, 2019**
Report was approved.
- 5. Chair's Remarks**
Chair Milliman welcomed everyone.
- 6. Member Comments (Items not on the Agenda)**
Doug Rook (30-F) was called to speak. Mr. Rook discussed a power outage that occurred at culs de sac 30 and 43. When he spoke with Southern California Edison, he was advised that the utility did not want Residents to be notified or want VMS involved in notifying Residents.

Eileen Paulin commented on Mr. Rook's statement and referred to previous What's Up in the Village articles that outline what Residents can do in a power outage and agreed to rerun said article(s). She also stated that SCE sends mailings to Residents.

Juanita Skillman would like to have the Disaster Preparedness Task Force and Good Neighbor Captains involved in informing and helping Residents during power outages.

Chair Milliman asked Ms. Paulin to follow up with notifications.

7. Director's and Staff Forum

None.

REPORTS:

8. Broadband and Contracts Report—Chuck Holland

Chuck Holland suggested Residents visit SCE website and subscribe to alerts.

Mr. Holland reported on the removal of the Channel 3 guide. The next option is a DTA or iGuide. He discussed the presentation of standard-definition and high-definition channels and the difference in quality and stated that eventually all will be moved to HD channels. Since the removal of analog, there has been a 16% reduction in energy usage. He brought the Committee's attention to the contracts—especially Fox Sports Net and Fox Sports Net West—with an estimated increase of 25% or 40% of the programming cost.

Mr. Holland reported that since analog has been dropped, the number of digital subscribers has increased and added more set-top boxes. Residents whose televisions are plugged directly into the wall have to scan channels frequently.

Mr. Holland gave financials on the first quarter, which included nonassessment revenues, Broadband Services, employee compensations, materials and supplies, utilities, legal fees, outside services, repairs and maintenance, operating expenses, property and sales tax, cable programming, copyright, franchise and uncollectible accounts. Costs were not anticipated to cover the additional set-top boxes, and therefore put us over budget.

Chair Milliman made a motion for Mr. Holland to create a Staff Report to propose not to renew the two Fox Sports Channels.

Motion to recommend not to renew the Fox Sports Channels was seconded and passed by one vote.

Mr. Holland will create the Staff Report for the June agenda. Mr. Holland will include alternative channel sources.

9. Marketing and Communications Report-Eileen Paulin

Ms. Paulin reported on gate closures and notices, docent program and feedback, new resident orientation, emails, notifications, the What's Up in the Village format, infographic flyer on how to navigate the Village website, trash campaign and all the events that

MarComm has been working on. She discussed how each member of Staff has been assigned to each department to assist with communications.

Director Maggie Blackwell mentioned an incorrect article in the Register regarding United Mutual financing.

Ms. Paulin replied that the following actions were taken:

- President of United sent a letter of correction to the writer.
- Letter was copied and sent to two parties quoted in the article.
- The President of United submitted a letter to the editor of The Globe correcting the misinformation.
- MarComm staff submitted an article to The Globe stating the facts. It was run in the Thursday, May 23, 2019. edition.

Adviser Steve Carman asked to improve the search engine on the website.

Ms. Paulin described how the search engine will be improved through the new format of What's Up in the Village.

Ms. Paulin presented the phone book published by private companies and suggested that they be taken out of Central Services and not be distributed anymore. Chair Milliman tasked Ms. Paulin to follow up with the phone companies.

ITEMS FOR DISCUSSION AND CONSIDERATION:

ITEMS FOR FUTURE AGENDAS:

CONCLUDING BUSINESS:

10. Committee Member Comments
None.

11. Date of Next Meeting—Monday, June 17, 2019, 1:30 p.m. in the Board Room

12. Adjournment
Meeting was adjourned at 3:14 p.m.


Joan Milliman, Chair
Media and Communications Committee

