



OPEN MEETING
THE GOLDEN RAIN FOUNDATION
MEDIA AND COMMUNICATIONS COMMITTEE
Monday, July 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 Annie McCary, Pat English, Annette Sabol Soule, Maggie Blackwell, Roy Bruninghaus, Elsie Addington, Advisers Steve Carman and Lucy Parker.

MEMBERS ABSENT: Director Ryna Rothberg and Adviser Sheila Bialka.

OTHERS PRESENT: Juanita Skillman—United, Lynn Jarrett—Third, Richard Rader—VMS and Cash Achrekar—United

STAFF PRESENT: Eileen Paulin, Chuck Holland, Ellyce Rothrock, Jackie Brown 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

Agenda was approved.

4. Approval of Meeting Report from June 17, 2019

Report was approved.

5. Chair's Remarks

Chair Milliman welcomed everyone and thanked Residents for attending the meeting. She prompted the audience to fill out a card if they had a request to speak.

6. Member Comments (Items not on the Agenda)

Mary Wall (239-D) was called to speak and asked how many advertisers Village Television has. She also inquired about the music channels. She has been unable to locate them on her television.

Doh Shin (4011-1G) was called to speak and asked about the management of Broadband services. His questions pertained to an issue related to a bandwidth upgrade.

He passed around a sheet for Committee review.

Peter Chong (695-D) was called to speak and asked about Korean television channels.

Cash Achrekar (201-E) was called to speak and asked about real estate sign conformity. He stated agents are not complying with the directional Open House signs.

Sung Suh (5564-B) was called to speak and asked about Korean programming. He stated he did not hear about the changes in the programming.

7. Director's and Staff Forum

Chuck Holland responded to Ms. Wall's request on the fees and will work with her one-on-one to explain in detail. He addressed the scheduled maintenance that scrambled the channels which included the Korean language channels. He clarified this was accidental and will go over all the concerns individually with the members who came today.

Eileen Paulin addressed Mr. Achrekar's concerns with the sign uniformity. She explained that real estate agents who are not active, are sometimes not aware of the policy. She explained when realtors have multiple open houses in the same cul-de-sac it would appear that a single agent would not be in conformity with directional signs, when it is actually multiple realtors in the same vicinity. Ms. Paulin will follow up with Tim Moy, review photos and provide a report next month for the Committee.

REPORTS:

8. Broadband and Contracts Report—Chuck Holland

Mr. Holland provided his monthly report on Broadband and Contracts which includes: Contract Renewals, Subscriber Counts, Proforma Operating Statements and HD Conversion Updates.

The Proforma Broadband Summary included: Merchandise Sales, Broadband Services, Miscellaneous revenues, Employee Compensation, Compensation-Related Expenses, Materials and Supplies, Utilities, Legal Fees, Outside Services, Repairs and Maintenance, Other Operating Expenses, Property and Sales Tax, Cable Programming/Copyright/Franchise Fees and Uncollected Accounts.

9. Marketing and Communications Report-Eileen Paulin

Eileen Paulin introduced Ellyce Rothrock as fulltime staff and highlighted the following:

- Docent Tours
- New Resident Orientations
- The new What's Up in the Village format that launched July 12, 2019
- The Breeze
- The Centenarian Project
- Elections
- Monthly content meeting with Village Television

- Gate Constructions
- EV Charging Stations
- Recreation
- Town Hall Meeting for Polling Centers
- Discontinuing Handyman Program
- Discontinuing the Fox Channels
- Pool Maintenance Closures with a targeted list of swimmers
- Meet and Greet receptions for Board Candidates
- PowerPoint Presentations

Richard Rader inquired about the demographics of the Docent Tours.

Mr. Achrekar asked for clarification on the difference between Docent Tours and New Resident Orientations.

ITEMS FOR DISCUSSION AND CONSIDERATION:

ITEMS FOR FUTURE AGENDAS:

- The Website Upgrades—update on Staff's progress
- Towers—Tours and New Resident Orientation facilitated by VMS Staff
- Foreign Language Translation—for critical communications, such as trash disposal and recycling.

CONCLUDING BUSINESS:

10. Committee Member Comments

Adviser Lucy Parker complimented Marketing and Communications Staff on the new E-blast, fliers and the support for the Centenarian Project.

Adviser Steve Carman gave kudos to Staff.

Director Maggie Blackwell stated the communications have been phenomenal, and commented that if the department had been in place during the transition and formation of VMS there would have been better Resident understanding.

Director Elsie Addington stated Staff is fabulous.

Director Annette Sabol Soule stated it was a good meeting and appreciates Staff.

Director Pat English stated we are lucky to have a good communications team.

Director Annie McCary stated it was a good meeting.

Director Roy Bruninghaus stated Staff did a great job on the E-blast last Friday.

Mr. Holland clarified the Broadband support service hours.

Ms. Paulin thanked everyone for their support of MarComm's efforts.

Chair Milliman stated the communications are great and are constantly improving.

11. Date of Next Meeting—Monday, August 19, 2019, 1:30 p.m. in the Board Room

12. Adjournment

Meeting was adjourned at 3:12 p.m.



Joan Milliman, Chair
Media and Communications Committee