

MINUTES OF THE REGULAR MEETING OF THE  
BOARD OF DIRECTORS OF GOLDEN RAIN FOUNDATION OF LAGUNA WOODS  
A CALIFORNIA NON-PROFIT MUTUAL BENEFIT CORPORATION

**January 6, 2009**

The Regular Meeting of the Golden Rain Foundation of Laguna Woods Board of Directors, a California non-profit mutual benefit corporation, was held on Tuesday January 6, 2009, at 9:30 A.M., at 24351 El Toro Road, Laguna Woods, California.

Directors Present: Erwin Stuller, Bob Miller, Ruth May, Don Tibbetts, Bea McArthur, Ken Hammer, Ray Gros, Mark Schneider, Bob Hatch, Jim Matson, Burns Nugent

Directors Absent: None

Others Present: Cris Trapp, Patty Kurzet, and Janet Price (10:30 A.M.- 10:40 A.M.); Executive Session: Patty Kurzet, Cris Trapp

Designated Representative  
from Mutual Fifty : None

**CALL TO ORDER**

Erwin Stuller, President, served as Chair of the meeting and stated that it was a regular meeting held pursuant to notice duly given and that a quorum was present. The meeting was called to order at 9:30 A.M.

A moment of silence and reflection was held to honor the passing of former GRF and Third Mutual Director, Maury Kravitz, and our US Troops who are serving our Country, and for those who are in harm's way.

**PLEDGE OF ALLEGIANCE TO THE FLAG**

Director Mark Schneider led the membership in the Pledge of Allegiance to the Flag.

**ACKNOWLEDGEMENT OF PRESS**

The Chair acknowledged Cheryl Walker from the Laguna Woods Globe, but was not in attendance, and by way of remote cameras, the TV Channel 6 Camera Crew was also acknowledged.

**APPROVAL OF AGENDA**

Without objection, the agenda was approved as submitted.

**APPROVAL OF MINUTES**

The Board reviewed and approved the Minutes of the Regular Session of December 2, 2008.

Peggy Blizzard of the Laguna Woods Globe entered the meeting at 9:35 A.M.

## **CHAIR'S REPORT**

President Stuller reported on the recent fire at Building 3455 on December 31, stated that there were no fatalities, and encouraged the residents to obtain Homeowner's insurance to cover property damage.

## **OLD BUSINESS**

The Board entertained the motion postponed from the prior month regarding a revision to the Recreation Division Policy "Section XXIII Garden Center."

The Secretary of the Corporation, Director Bea McArthur, read the following proposed resolution. Director McArthur moved to approve the resolution. Director Mark Schneider seconded the motion.

By a vote of 10-0-0, the motion carried and the Board of Directors adopted the following resolution:

### **RESOLUTION 90-09-01**

**WHEREAS**, the Board of Directors of this Corporation adopted Resolution 90-07-82 on November 6, 2007, which approved Section III of the new Recreation Division Policy with respect to "Recreational Facilities;" and

**WHEREAS**, a recommendation has been made by the Community Activities Committee to make additional changes to further accommodate the needs of the residents;

**NOW THEREFORE BE IT RESOLVED**, January 6, 2009, that the Board of Directors of this Corporation hereby approves the revised Recreation Division Policy with respect to "Section XXIII Garden Center," effective January 6, 2009, by adding the following paragraph:

Effective January 1, 2009, the square footage of vegetable plot billable garden space of current gardeners with more than 800 square feet of billable garden space per manor will be reduced to 800 square feet of billable garden space per manor, and further that those gardeners with more than 800 square feet of billable garden space have until December 31, 2009 to vacate the additional square footage.

**RESOLVED FURTHER**, that Resolution 90-07-82 adopted November 6, 2007 is hereby amended; and

**RESOLVED FURTHER**, that the officers and agents of this Corporation are hereby authorized on behalf of this Corporation to carry out the purpose of this Resolution.

The Board entertained the motion postponed from the prior month regarding a revision to the Recreation Division Policy "Section XXII Fitness."

The Secretary of the Corporation read the following proposed resolution. Director McArthur moved to approve the resolution. Director Ruth May seconded the motion and discussion ensued.

By a vote of 10-0-0, the motion carried and the Board of Directors adopted the following resolution:

**RESOLUTION 90-09-02**

**WHEREAS**, the Board of Directors of this Corporation adopted Resolution 90-07-82 on November 6, 2007, which approved Section III of the new Recreation Division Policy with respect to "Recreational Facilities;" and

**WHEREAS**, a recommendation has been made by the Community Activities Committee to make additional changes to further accommodate the needs of the residents;

**NOW THEREFORE BE IT RESOLVED**, January 6, 2009, that the Board of Directors of this Corporation hereby approves the revised Recreation Division Policy with respect to "Section XXII Fitness," effective January 6, 2009; by adding the following paragraph:

Cell phones, video players, and reading materials are prohibited while using treadmills. As a courtesy to others, participants are asked to place cell phones on vibrate and limit conversations to outside the room.

**RESOLVED FURTHER**, that Resolution 90-07-82 adopted November 6, 2007 is hereby amended; and

**RESOLVED FURTHER**, that the officers and agents of this Corporation are hereby authorized on behalf of this Corporation to carry out the purpose of this Resolution.

**NEW BUSINESS**

Director Schneider made a motion to disband the Golf Starter Building Ad Hoc Committee and create a Recreation Master Planning Committee. Director May seconded the motion and discussion ensued.

Members Marv Rosenhaft (823-A), Dave Talcott (5447), David Masters (4020-N), Gail McNulty (2140-D), Libby Marks (82-Q), Larry Souza (5077), Bud Nesvig (2392-3H), and Isabel Muennichow (5285) addressed their sentiments with the motion.

By a vote of 4-6-0 (Directors Tibbetts, Hatch, May, and Schneider voted in favor), the motion failed.

Director Matson made a motion to establish a Master Planning Sub-Committee to fall under the purview of the Community Activities Committee. Director McArthur seconded the motion.

Director Ray Gros amended the motion to establish a 3 month time limit for committee action and the Board shall review the Committee at the end of 3 months. Director McArthur seconded the motion and discussion ended.

By a vote of 9-0-1 (Director Schneider abstained), the amendment carried.

By a vote of 9-0-1 (Director Schneider abstained), the main motion as amended carried.

The Secretary of the Corporation read the proposed committee assignments. Director McArthur moved to approve the resolution. The motion was seconded and discussion ensued on additional appointments.

Without objection, the Board agreed to add the following non-voting advisors to the Bus Services Committee: Shirley Niederkorn, Linda Wilson, Denny Welch, and Mary Stone.

Without objection, the Board agreed to add Director Ray Gros to the M&C Committee as an alternate.

Without objection, the Board agreed to replace Carol Skydell with Katherine McDaniel on the CAC committee.

By a vote of 10-0-0, the motion carried and the Board of Directors adopted the following resolution as amended:

**RESOLUTION 90-09-03**

**RESOLVED**, January 6, 2009, that the following persons are hereby appointed and ratified to serve on the Committees of this Corporation:

**Broadband Services Committee**

Bea McArthur, Chair (GRF)  
Burns Nugent, Vice Chair (GRF)  
Mark Schneider (GRF)  
Isabel Muennichow (Third)  
Kathryn Freshley (Third)  
John Dalis (United)  
Marty Rubin (United)  
Keith Wallace (Mutual 50)  
*Non-Voting Advisors: Eliot Brody, Bob Payne*

**Business Planning**

Erwin Stuller, Chair (GRF)  
Bob Miller, Vice Chair (GRF)  
Don Tibbetts (GRF)  
John Paulus (Third)  
Kathryn Freshley (Third)  
Paul Vogel (United)  
Lloyd Foster (United)  
Richard Wurzel (Mutual 50)

**Bus Services Committee**

Ken Hammer, Chair (GRF)  
Don Tibbetts, Vice Chair (GRF)  
Ray Gros (GRF)  
Dominic Burrasca (Third)  
Cynthia Conners (Third)  
John Dalis (United)  
Arlene Miller (United)  
xxx (Mutual 50)

*Non-Voting Advisors: Shirley Niederkorn, Linda Wilson, Denny Welch, and Mary Stone*

**Community Activities**

Mark Schneider, Chair (GRF)  
Bob Hatch, Vice Chair (GRF)  
Ruth May (GRF)  
Carol Moore (Third)  
**Katherine McDaniel** ~~Carol Skydell~~ (Third)  
Gail McNulty (United)  
John Dalis (United)  
Richard Wurzel (Mutual 50)  
*Non-Voting Advisor: TBA*

**Finance**

Bob Miller, Chair (GRF)  
Burns Nugent, Vice Chair (GRF)  
Bob Hatch (GRF)  
John Paulus (Third)  
Stanley Feldstein (Third), Kathryn Freshley (alternate Third)  
Paul Vogel (United)  
Marv Rosenhaft (United)  
Richard Wurzel (Mutual 50)  
*Non-Voting Advisor: Allen Cohen, Jim Hart*

**Gate Renovation Ad Hoc Committee**

Bea McArthur (GRF)  
Don Tibbetts (GRF)

Mark Schneider (GRF)  
Bevan Strom (United)  
Maxine McIntosh (United)  
**Katherine McDaniel (Third)**  
**Larry Souza (Third)**  
Dick Gray (Mutual 50)

**Golf Starter Building Ad Hoc Committee**

Don Tibbetts (GRF)  
Jim Matson (GRF)  
Ken Hammer (GRF)  
Bevan Strom (United)  
Lloyd Foster (United)  
Stanley Feldstein (Third)  
Kathryn Freshley (Third)  
xxxx (Mutual 50)  
*Non-Voting Advisor: Dick Sharp, David Talcott, **Gaye Thompson***

**Government & Public Relations**

Ruth May, Chair (GRF)  
Jim Matson, Vice Chair (GRF)  
Burns Nugent (GRF)  
Isabel Muennichow (Third)  
Carol Skydell (Third)  
Marty Rubin (United)  
Arlene Miller (United)  
Dick Gray (Mutual 50)  
*Non-Voting Advisor: Denise Welch*

**Laguna Canyon Foundation**

Ray Gros

**Landscape Committee**

Jim Matson, Chair (GRF),  
Bea McArthur, Vice Chair (GRF)  
Ruth May (GRF)  
Stanley Feldstein (Third)  
Carol Moore (Third)  
Linda Wilson (United)  
Maxine McIntosh (United)

**Maintenance & Construction**

Don Tibbetts, Chair (GRF)  
Ken Hammer, Vice Chair (GRF)  
Jim Matson (GRF)  
Ray Gros (GRF Alternate)  
Don Lippert (Third)

John Paulus (Third)  
Bevan Strom (United)  
Marv Rosenhaft (United)  
*Non-Voting Advisor: Bob Morton and Joseph Heller*

**Security and Community Access**

Ray Gros, Chair (GRF)  
Ken Hammer, Vice Chair (GRF)  
Bob Hatch (GRF)  
Larry Souza (Third)  
Dominic Burrasca (Third)  
Linda Wilson (United)  
Gail McNulty (United)  
*Non Voting Advisor: Libby Marks, John Dudley*

**Select Audit**

Erwin Stuller  
Bob Miller

**RESOLVED FURTHER**, that Resolution 90-08-93 adopted December 2, 2008 is hereby superseded and cancelled.

**RESOLVED FURTHER**, that the officers and agents of this corporation are hereby authorized on behalf of the corporation to carry out the purpose of this resolution.

Ms. Janet Price entered the meeting at 10:30 A.M.

A discussion was held relative to the need to increase the Community's recycling practices and to increase resident participation at a minimal cost.

**CONSENT CALENDAR**

No items came under the Consent Calendar.

**COMMITTEE REPORTS**

Director Bob Miller reported on the Treasurer's Report and from the Finance Committee.

Director Ruth May reported from the Government and Public Relations Committee.

Ms. Price left the meeting at 10:40 A.M.

The Secretary of the Corporation read a proposed resolution approving a revised Media Policy. Director McArthur moved to approve the resolution. Director May seconded the motion and discussion ensued.

By a vote of 9-0-1 (Director Schneider abstained), the motion carried and the Board of Directors adopted the following resolution:

**RESOLUTION 90-09-04**

**WHEREAS**, by way of Resolution 90-06-31, the Board of Directors of this Corporation adopted a Media Use Policy Mission Statement and Guidelines in order to define the Community's policy for the administration and editorial oversight of all media, including, but not limited to leased access, commercial ad insertion, public service announcements, and event sponsorships that will be consistent with the active lifestyle image of the Community; and

**WHEREAS**, the Government and Public Relations Committee recommended that the Board update its Media Use Policy to allow for realty brokerage links to be listed on the community website under specified circumstances;

**NOW THEREFORE BE IT RESOLVED**, January 6, 2009, that the Board of Directors of this Corporation hereby adopts an updated Media Use Policy Mission Statement and Guidelines, as attached to the official minutes of this meeting; and

**RESOLVED FURTHER**, that Resolution 90-06-31, adopted May 2, 2006 is hereby superseded and cancelled; and

**RESOLVED FURTHER**, that the officers and agents of this corporation are hereby authorized on behalf of the corporation to carry out the purpose of this resolution.

The Secretary of the Corporation read a proposed resolution approving the inclusion of the virtual tour DVD in a marketing packet. Director McArthur moved to approve the resolution. Director May seconded the motion.

Members Linda Wilson (816-P), Maxine McIntosh (68-C), Jerry Sheinblum (3488-C), and Carol Skydell (3070-B) commented on the resolution.

By a vote of 10-0-0, the motion carried and the Board of Directors adopted the following resolution:

**RESOLUTION 90-09-05**

**WHEREAS**, GRF currently mails and distributes a brochure and a marketing letter about the Community to approximately 70 prospective buyers per month; and

**WHEREAS**, the Government and Public Relations Committee recommended that, in order to increase the Community's marketability, the marketing packet also include a virtual tour DVD at an additional cost of \$6.00 per packet;

**NOW THEREFORE BE IT RESOLVED**, January 6, 2009, that the Board of Directors hereby approves the inclusion of the virtual tour DVD in the



marketing packet at an additional cost of \$6.00 per packet to be charged as an unbudgeted operating expenditure at an annual cost of approximately \$5,000, in 2009, and

**RESOLVED FURTHER**, that the officers and agents of this corporation are hereby authorized on behalf of the corporation to carry out the purpose of this resolution.

The Secretary of the Corporation read a proposed resolution on hosting quarterly lectures with UCI. Director McArthur moved to approve the resolution. Director May seconded the motion and discussion ensued.

Member Jerry Sheinblum (3488-C) commented on the resolution.

By a vote of 10-0-0, the motion carried and the Board of Directors adopted the following resolution:

**RESOLUTION 90-09-06**

**WHEREAS**, on September 19, 2008, GRF and the School of Biological Sciences at the University of California, Irvine hosted a recent lecture regarding the application of cancer drugs toward reversing memory loss; and

**WHEREAS**, due to the benefit to the Community from such lectures and due to the fact that UCI has offered to provide similar lectures of interest to seniors, the Government and Public Relations Committee discussed co-hosting quarterly lectures to provide further scientific and health-related topics of interest to the Community;

**NOW THEREFORE BE IT RESOLVED**, January 6, 2009, that the Board of Directors of this Corporation hereby approves hosting quarterly lectures on various topics of interest, which may include brain aging, stem cell research, cancer research, and vision and hearing, to the Community on an ongoing basis with the School of Biological Sciences at UCI; and

**RESOLVED FURTHER**, that the rental fee for facility usage for each lecture is not imposed for these events and approximately \$600 in annual operating costs would be absorbed by GRF; and

**RESOLVED FURTHER**, that the officers and agents of this corporation are hereby authorized on behalf of the corporation to carry out the purpose of this resolution.

Director Ken Hammer reported from the Bus Services Committee.

Director Mark Schneider reported from the Community Activities Committee.

Director Jim Matson reported from the Landscape Committee.

Director Matson made a motion to approve the Garden Center Advisory Group's request for the removal of two trees at Garden Center One. Director Bob Miller seconded the motion and discussion ensued.

Without objection, the Board agreed to segregate the motion and the main motion was withdrawn.

Director Matson made a motion to remove the Mexican Fan Palm tree. Director May seconded the motion and the motion carried by a vote of 10-0-0.

Director Matson made a motion to remove the Coast Beefwood tree along side the golf course that is shading the Garden Center. Director Hammer seconded the motion and discussion ensued.

Members Linda Wilson (816-P) and Maxine McIntosh (68-C) commented on the motion.

By a vote of 7-3-0 (Directors Tibbetts, Hammer and May opposed), the motion carried.

Without objection, the Board agreed that the trees will be removed subject to verification that neither tree is subject to the City's tree replacement ordinance.

Director Bea McArthur reported that the Gate Renovation Ad Hoc Committee.

Director Don Tibbetts reported from the Maintenance and Construction Committee.

Director Schneider left the meeting at 11:11 A.M.

The Secretary of the Corporation read a proposed resolution authorizing a supplemental appropriation. Director McArthur moved to approve the resolution. Director Hammer seconded the motion and discussion ensued.

By a vote of 9-0-0 (Director Schneider was absent from the meeting), the motion carried and the Board of Directors adopted the following resolution:

#### **RESOLUTION 90-09-07**

**WHEREAS**, in order to quickly reference and preserve the Community's engineering plans and maps, a digital library needs to be created;

**NOW THEREFORE BE IT RESOLVED**, January 6, 2009, that the Board of Directors of this Corporation hereby authorizes a supplemental appropriation in the amount of \$14,500 to be funded from the Unappropriated Expenditures Fund to digitize the Community's engineering plans and maps to allow them to be quickly located for reference as the basis for maintenance, repair, and improvement projects throughout the Community; and

**RESOLVED FURTHER**, that the officers and agents of this corporation are hereby authorized on behalf of the corporation to carry out the purpose of this resolution.

Director Schneider returned to the meeting at 11:14 A.M.

Director Bea McArthur reported from the Broadband Committee.

Director Ray Gros reported from the Security and Community Access Committee.

The Secretary of the Corporation read the following proposed resolution approving the use of Electronic Personal Assistive Mobility Devices (Segway's):

**RESOLUTION 90-09**

**WHEREAS**, GRF desired an evaluation of Electronic Personal Assistive Mobility Devices (EPAMDs), as defined by the State of California, to ensure equal treatment of both existing and emerging technologies affecting safe personal transportation needs of its members and adult guests; and

**WHEREAS**, of particular interest is an EPAMD with the commercial name of "Segway," and

**WHEREAS**, the Segway meets the state of California's definition of an EPAMD; and

**WHEREAS**, The State of California encourages the use of EPAMDs in an effort to reduce the state's traffic and air pollution problems and declares that the EPAMD is part of the state's program to use no-emission vehicles;

**NOW THEREFORE BE IT RESOLVED**, March 3, 2009, that the Board of Directors of this Corporation hereby allows the use of Electronic Personal Assistive Mobility Devices (EPAMDs) within the Community, with the following contingencies to which each operator of such device shall agree to:

- 1) Operate the EPAMD at a speed that is reasonable and prudent but never faster than 4.5 MPH on sidewalks and crosswalks in the community;
- 2) Not operate an EPAMD at a speed that endangers the safety of persons or property, or with willful or wanton disregard for the safety of persons or property;
- 3) Operate an EPAMD in such a way as to yield the right-of-way to all pedestrians on foot, including persons with disabilities using assistive devices and service animals that are close enough to constitute a hazard;

- 4) Operate the EPAMD only on sidewalks and cross walks in the Community,
- 5) Indemnify, defend and hold harmless GRF, the housing mutuals and their agent for loss arising out of the ownership, maintenance or use of the EPAMD, and
- 6) Abide by all state and local laws and community rules
- 7) The owner and/or operator shall be responsible for safe use of the device and will be responsible for complying with all safe use measures recommended by the manufacturer or any other regulating body

**RESOLVED FURTHER**, that in order to endeavor to ensure safe operation of the devices, an annual permit shall be required for operation of EPAMDs on sidewalks in the community, which shall include:

- 1) A written statement signed by the operator's physician that the operator has consulted with their physician and that they are in satisfactory health to operate the EPAMD. Medical consultation is at the member's cost
- 2) Proof of Homeowners' Liability Insurance, Personal Liability Insurance, or Personal Umbrella Liability Insurance, with limits per person or combined single limit of not less than \$500,000 per occurrence.

**RESOLVED FURTHER**, that a one time permit processing fee of \$10.00 shall be charged to the applicant at the time of original application; and

**RESOLVED FURTHER**, that the use of roller skates, in-line skates and any skateboard-based scooters within the Community shall be prohibited; and

**RESOLVED FURTHER**, that the officers and agents of this Corporation are hereby authorized on behalf of the Corporation to carry out the purpose of this resolution.

Director McArthur moved to approve the resolution. Director Miller seconded the motion and discussion ensued.

Director McArthur moved to postpone the resolution to the Old Business portion of the February Meeting to satisfy the required statutory thirty-day notice requirement. Director Schneider seconded the motion and the motion carried unanimously.

The Secretary of the Corporation read the following proposed resolution regarding controlling access to the El Toro Road tunnel:

**RESOLUTION 90-09**

**WHEREAS**, a non-exclusive and revocable easement grant exists for the existing storm drain tunnels under the El Toro Road and Moulton Parkway

from the City of Laguna Woods to the Golden Rain Foundation, allowing pedestrian, equestrian and limited vehicular access through the subject tunnels; and

**WHEREAS**, the grant of easement stipulates certain conditions of use that must be met by GRF such as proper signage, maintenance and restrictions on usage, as well as indemnifying the City against all liabilities, losses, actions and judgments from the resulting use of the easement areas; and

**WHEREAS**, adequate access accommodations for pedestrian and bicycle traffic are not in place for the El Toro Road tunnel, and it is commonplace for the El Toro tunnel floor to have a steady flow of water from local dry weather runoff as well as wet weather flow; and

**WHEREAS**, in order to minimize liability to the Corporation while adhering to the terms of the easement grant, reasonable access restrictions need to be in place;

**NOW THEREFORE BE IT RESOLVED**, March 3, 2009, that the Board of Directors hereby authorizes the following access restrictions to the El Toro Tunnel:

- construct and install a new control gate near Building 2012,
- post and implement a 10 mph speed limit,
- prohibit bicycle and pedestrian traffic at all times, and
- install warning signs on both sides of the tunnel

**RESOLVED FURTHER**, that access to the El Toro Tunnel will be restricted to golf carts and service vehicles; and

**RESOLVED FURTHER**, that the work shall be funded through the existing operating budget at an estimated cost of \$3,300; and

**RESOLVED FURTHER**, that the officers and agents of this Corporation are hereby authorized on behalf of the Corporation to carry out the purpose of this resolution.

Director McArthur moved to approve the resolution. Director Miller seconded the motion and discussion ensued.

Director Schneider moved to postpone the resolution to the Old Business portion of the February Meeting to satisfy the required statutory thirty-day notice requirement. Director Hammer seconded the motion and the motion carried unanimously.

#### **MEMBER COMMENTS ON COMMITTEE REPORTS**

- Linda Wilson (816-) commented on the segway resolution

- Rhoda Linder (2013-C) commented on the recycling program

#### **MEMBER COMMENTS**

- Libby Marks (82-Q) commented on posting a Gate Ambassador at the Pedestrian Gate when the San Sebastian project is completed
- Isabel Muennichow (5285) commented on the 30-day notification process
- Linda Wilson (816-P) announced that the First Aid class will be held in the Redwood Room
- Maxine McIntosh (68-C) commented on the viewing of the "Benjamin Button" movie
- Bud Nesvig (2392-3H) commented on the Golf Starter Building project
- Rhoda Linder (2013-C) commented on the recent fire in Third Mutual

#### **RESPONSES TO MEMBER COMMENTS**

- No responses were made

#### **DIRECTOR'S COMMENTS:**

- Director Matson announced the next GRF Landscape Committee meeting
- Director Schneider commented on the budget process for the golf operations

#### **MEETING RECESS**

The meeting recessed at 11:51 A.M. and went into Executive Session at 12:58 P.M.

During its Regular Executive Session Meeting of December 2, 2008 the Board reviewed and approved the Minutes of the Regular Executive Session Meeting of November 4, 2008 and the Minutes of the Special Executive Session Meeting of November 21, 2008; and discussed legal and contractual matters.

#### **ADJOURNMENT**

There being no further business to come before the Board of Directors, the meeting adjourned at 2:36 P.M.

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Elizabeth C. McArthur, Secretary

### ***Media Use Policy Mission Statement and Guidelines***

The community cable system, website and other advertising venues are owned and operated by the Golden Rain Foundation for the benefit of its members and residents. All media and access requests are subject to inventory space availability. Staff will utilize the media guidelines as a source for editorial decision-making. The GRF Board is the final decision making body on community print or media issues.

### **General Advertising Guidelines**

Television, print, and website advertising in the community are intended to provide a broad variety of information that will promote services or products for the benefit of the community which give consideration to recreation, finance, education, and good health for the active senior resident, using the following guidelines for commercial advertising:

- Advertising must contain:
  - Community relevance
  - High editorial and creative quality
  - Focus on products or services and/or information for community residents
- Advertising must **not** contain:
  - Indecent content
  - Controversial messaging
  - Defamatory, illegal or inappropriate information
- Utilize advertisers that serve this community professionally and provide products and/or services relevant to the community's needs
- Rates based on current rate card
- Provide information to the community that maintains a high level of consistent messaging by utilizing the cable networks, in conjunction with TV-6 advertising as well as print advertising. (message board, ads, appearances, sponsorships, welcome kits, directories, community website etc.).
- Message Board Announcements are limited to Clubs and Organizations affiliated with the community of Laguna Woods Village and users must use the Message Board Template Form to submit no more than one (1) announcement per week.
  - Message Board Announcements are limited to two (2) pages and available for sale to individuals and businesses.
- Issues and arguments for or against United, Third, Mutual Fifty, or GRF governance policy or action will not be permitted.
- GRF reserves the right to refuse, edit or withdraw materials in violation of the Media Use Policy, and to terminate the agreement at any time.
- Advertising inquiries will follow the Request Review Process outlined in this policy.

### ***Public Service Announcements (PSA's)***

The community cable system also enables residents to obtain current information about governance, project status, and the community's recreational, social, educational, and cultural activities via Public Service Announcements (PSA's) using the following guidelines:

- Public Service advertising is defined as “information that serves the public interest.” The objectives of these ads are education and awareness of significant social issues.
- PSA shall be 30 or 60 seconds in length.
- PSA must contain:
  - Community relevance
  - Focus on information or services for community residents
- PSA must **not** contain:
  - Indecent content
  - Controversial messaging
  - Defamatory or inappropriate information
- Issues and arguments for or against United, Third, Mutual Fifty or GRF governance policy or action will not be permitted, except that GRF may choose to state reasons for a Board decision.
- Message Board Announcements are limited to one (1) page and users must use the Message Board Template Form to submit announcements.
  - Clubs must be registered with the Recreation Department—no promotion of overnight trips or excursions are permitted.
  - GRF, Third, United and Fifty Board announcements.
  - GRF & Mutual Committee announcements submitted by Committee Chair or designated member.
  - Community news and communications
  - Laguna Woods City News & Communications
  - Community Newspaper corrections or announcements
- GRF reserves the right to refuse, edit or withdraw materials in violation of the Media Use Policy, and to terminate the agreement at any time.
- Submittals will follow the Request Review Process outlined in this policy.

### **Leased Access**

Television programming in the community is intended to provide a broad variety of information for the benefit of the community, which give consideration to recreation, finance, education, community and good health for the active senior resident using the following guidelines:

- Programming must **not** contain:
  - Indecent content.
  - Defamatory or inappropriate information.
- Programmer is required to have and maintain in force Liability Insurance Coverage at a minimum of \$300,000 for leased access programming.
- Rates based on current rate card.
- GRF reserves the right to refuse, or withdraw materials in violation of the Media Use Policy, and to terminate the agreement at any time.
- Submittals will follow the Request Review Process outlined in this policy.

### **Educational & Governmental Access**

The community cable system is intended to enable residents to obtain current information about governance, project status, and the community’s recreational, social, educational and cultural activities using the following guidelines as inventory permits via TV6:



- Programming must contain:
  - Community relevance
  - Focus on information or services for Laguna Woods Village residents
- Programming must **not** contain:
  - Indecent content.
  - Controversial messaging.
  - Defamatory or inappropriate information.
- The following programming is allowed on a no-fee basis as program inventory availability allows:
  - GRF, Third, United and Fifty Board announcements.
  - GRF & Mutual Committee announcements submitted by Committee Chair or designated member.
  - Community news and communications via the news staff..
  - Government programming from:
    - Laguna Woods City as submitted, based on the current agreement in place with the City.
    - Governmental Representatives
    - Local public utilities
    - Orange County Board of Supervisors
  - Community newspaper corrections or announcements.
  - Educational programming from:
    - Local Community College District
    - Local School District
- Issues and arguments for or against United, Third, Fifty or GRF governance policy or action will not be permitted.
- GRF reserves the right to refuse, edit or withdraw materials in violation of the Media Use Policy, and to terminate the agreement at any time.
- Submittals will follow the Request Review Process outlined in this policy.

### **GRF Event Sponsorship**

GRF will sponsor a limited number of events held in the community to provide an opportunity to expose residents to current information on topics that interest the community. An event organizer can be an individual, a club, or a committee and will use the following guidelines:

- The designated organizer must fill out a Special Event Request Form for the event and submit it for approval to the GRF, Government and Public Relations Committee staff officer at least 60 days prior to the proposed date of the event.
- Facility rental rates for the event organizer will be equivalent to current club facility rental rates, unless it is an approved GRF Committee sponsored function.
- GRF sponsorship provides the following:
  - GRF Oversight
  - Promotional Support
  - Venue and Equipment Access
- To offset the cost of holding the event, a sponsor/vendor/agency may provide goods, services or a sponsorship fee to GRF.

- Sponsorship fee payment will be made to GRF 30 days prior to the event.
  - Funds will be utilized to offset the cost of holding the event.
- Product or service information must be submitted for approval to the staff officer of the committee overseeing the event at least 30 days prior or in a time-frame required to meet the program printing schedule.
- Event banners, flyers or any display materials must be submitted for approval to the staff officer of the committee overseeing the event at least 30 days prior or in a time-frame required to meet the program printing schedule.
- All event participants shall follow current Recreation Department Standard Procedure Indexes (SPI)'s relative to the use of GRF Facilities.
- GRF reserves the right to refuse, edit or withdraw materials in violation of the Media Use Policy, and to terminate the agreement at any time.
- All goods and services must be in compliance with the General Advertising Guidelines.
- Issues and arguments for or against United, Third, Mutual Fifty or GRF governance policy or action will not be permitted.
- Submittals will follow the Request Review Process outlined in this policy.

### **Web Site**

The community website is intended to be a means of disseminating information that will provide information for the benefit of the community giving consideration to recreation, finance, education, and good health, as well as providing information regarding social, educational and cultural activities using the following guidelines as space permits:

- Links
  - Real Estate Brokerages may apply for inclusion in the "Recommended Real Estate Professionals" section of the Laguna Woods Village Website. Applicants will be required to complete a Real Estate training class at Laguna Woods Village. Real Estate Brokerages will be listed alphabetically by business name.
  - A link to the Towers dining room service company'
  - Other site links submitted and approved by Community Relations Director or designated staff for the following:
    - Governmental agencies
    - Registered Laguna Woods Village Clubs/Organizations
    - Non-profit corporations
  - Organizations authorized to have links on the web site shall execute a Web Site Users Agreement.
- Board Member email access – with permission of individual board member.
- A participating club and other approved organization shall maintain current and accurate information and provide a disclaimer on its own posting stating that the content and opinions are solely those of that organization, and that neither GRF nor the Managing Agent is responsible for the accuracy or validity of content.
- GRF reserves the right to refuse, edit or withdraw materials in violation of the Media Use Policy, and to terminate the agreement at any time.

- Must be in compliance with General Advertising Guidelines.
- Issues and arguments for or against United, Third, Fifty or GRF governance policy or action will not be permitted.
- Submittals will follow the Request Review Process outlined in this policy.

### **Request Review Process**

- Requests will be evaluated for conformity with the Media Use Policy guidelines by the Managing Agent.
- In those cases in which the Managing Agent determines that submitted material is inappropriate based on approved guidelines, staff shall advise the submitting organization that the advertisement or messaging is not acceptable.
  - If the organization wishes to challenge the decision, an appeal may be directed to the Editorial Board (which shall be comprised of the GRF Board of Directors) for final resolution.