



OPEN MEETING
THE GOLDEN RAIN FOUNDATION
MEDIA AND COMMUNICATIONS COMMITTEE
Monday, January 21, 2018, 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 Elsie Addington, Roy Bruninghaus, Annette Sabol Soule, Maggie Blackwell, Lynn Jarrett, Ryna Rothberg Advisers Lucy Parker, Sheila Bialka and Steve Carmen.
- MEMBERS ABSENT:** Director Pat English.
- OTHER'S PRESENT:** Juanita Skillman—United, Andre Torng—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 1:32 p.m.
- 2. Acknowledgement of Media**
Paul Ortiz from Village Television was present.
- 3. Approval of the Agenda**
Chair Joan Milliman would like to add the Press Policy to the agenda for the future. Agenda was approved.
- 4. Approval of Meeting Report December 17, 2018**
Report was approved.
- 5. Chair's Remarks**
Chair Milliman welcomed the committee and new Adviser Sheila Bialka. She stated how impressed she was with the progress of MarComm and IT. She is hoping to see more communications from Residents through the Resident Portal when they are up.
- 6. Member Comments (Items not on the Agenda)**
Lou Sharkansky 18-E was called to speak and asked to be opted out of cable services. He questioned whether the Village has a vested interest with West Coast Internet. Mr.

Sharkansky stated he would like to have ESPN added to the services.

Larry Green 477-P was called to speak stating he is having issues with his TV.

Diane Jean 3080-B was called to speak stating she is having issues with her TV.

Patti Day 731-C was called to speak and asked about having channel 5 in the lineup. Ms. Day talked about the volume increase during the advertising, specifically during the Losaro programming, and asked if anything can be done to control the volume increase.

7. Director's and Staff Forum

Chuck Holland addressed Resident concerns explaining the contracts and the bulk pay negotiations that have taken place over the years to obtain a competitive pricing. He also addressed the volume increase during commercials explaining these vary based on the setup of the TV and types of commercials. Mr. Holland also explained advertising offsets the cost of the contracts to keep monthly rates down for the Residents. He promised to look into volume reduction for Ms. Day.

Mr. Holland commented on Mr. Sharkansky's inquiry on opting out of West Coast Internet, stating he is welcome to do so but he will still be pay for services, since it is included in GRF assessments. Mr. Holland asked Becky Jackson to provide him with Mr. Sharkansky's information so he can contact him after following up with the request for adding ESPN.

Chair Milliman suggested that if Residents have any questions or concerns with their internet or TV services they can contact Resident Services.

REPORTS:

8. Broadband and Contracts Report—Chuck Holland

Mr. Holland reported on Broadband and Contract renewals and increases with CBS, NBC and FOX. He discussed how costs are being offset through internet subscription and ad insertion.

Mr. Holland reported on Subscriber counts and explained the numbers to the committee.

9. Channel Mapping and Channel 3 Guide-Chuck Holland

Mr. Holland reported on the high call volume with channel mapping and channel 3 guide issues. In order for GRF Broadband Services to provide modernized digital cable television services, investments in digital technology are required. By investing in digital converters for every manor Resident satisfaction would increase by providing the following services:

- Digital televisions would map channels to the correct number.
- Digital televisions would no longer need to be re-scanned when changes are made.
- Digital television would have an interactive guide to replace channel 3.

- Digital televisions would provide whole number channels instead of sub-channels.
- Digital televisions would receive encrypted programming content required by networks.

Mr. Holland reported that the goal is to continue providing competitive basic cable services at competitive prices that are included in monthly assessments, increase resident satisfaction and reduce customer service phone calls.

10. Marketing and Communications Report-Eileen Paulin

Eileen Paulin provided a power point presentation on the Village Management Services Strategic Plan which includes providing exemplary customer service. This was demonstrated in MarComm through personal phone calls, emails, letters and New Resident Orientations to welcome new members to the community. Ms. Paulin provided the Committee with updates on Docent Tours which included scheduling, frequency and updates on docent training.

Ms. Paulin updated the Committee on real estate signs, emergency and safety correspondences and letters. She reported that in CodeRED there is a policy limiting contacting residents between the hours of 7 a.m. to 10 p.m. only, unless a life-threatening emergency exists.

Ms. Paulin intends to publicize Dwelling Live again as well as update social media.

11. Policy Review on Photography and Filming in the Village-Eileen Paulin

Ms. Paulin reported there have been several requests from outside vendors to photograph and film in the Village. This includes the use of drones. She suggested a subcommittee to review and create a new policy. The subcommittee will consist of Chair Milliman, Director Annette Sabol Soule, Adviser Steve Carman, Ms. Paulin, Mr. Ortiz and Brian Gruner.

ITEMS FOR DISCUSSION AND CONSIDERATION:

12. Outreach to Non-English Speaking Residents-Eileen Paulin

Ms. Paulin introduced having a New Resident Orientation and Docent Tour in Chinese. She will utilize members of the Chinese Club and offer training to members who are interested.

Andre Torng 389-Q explained this would assist non-English speaking residents in understanding rules in the Village.

ITEMS FOR FUTURE AGENDAS:

13. Residents' Correspondence-Eileen Paulin

Ms. Paulin reported that she wanted to keep the Committee in the loop with all the updates including letters regarding fumigation, water conservation, and pesticide and maintenance schedules.

Chair Milliman would like to add the Press Policy for next month's agenda.

CONCLUDING BUSINESS:

15. Committee Member Comments

Adviser Bialka stated she didn't realize the amount of work that went into the committee.

Adviser Lucy Parker is glad to see the Policy on Photography and Filming in the Village is being taken care of.

Adviser Carman requested a copy of Ms. Paulin's report. He asked Mr. Holland to do more research on sports packages.

Director Elsie Addington thanked Mr. Sharkansky for staying for the entire meeting.

Director Sabol Soule thanked the staff for the comprehensive reports.

Director Lynn Jarrett mentioned the Korean residents in the Garden Villas and would like to see MarComm reach out to them with a New Resident Orientation.

Director Roy Bruninghaus discussed the security on the second floor coming up. He would like to see a policy and communication regarding tailgating someone with a badge. He asked MarComm to come up with a statement of etiquette.

Director Ryna Rothberg wants to review the Policy on Photography and Filming in the Village due to an incident at the Towers.

Mr. Holland reviewed the gate closure notices with the upcoming gate arm construction, February 4, 2019. He mentioned the benefits of drones in the Village for VMS Staff. Drones reduce time for Maintenance and Construction when making repairs on the roofs.

Ms. Paulin stated it was nice to see residents stay for the entire meeting and participate.

15. Date of Next Meeting—Tuesday, February 26, 2019, at 9:30 a.m. in the Board Room

16. Adjournment

Meeting was adjourned at 3:46 p.m.


Joan Milliman, Chair
Media and Communications Committee