



**THIRD LAGUNA HILLS MUTUAL COMMUNICATIONS COMMITTEE**

**Wednesday, July 24, 2019 - 9:30 AM  
Laguna Woods Village Community Center Board Room 24351 El Toro Road**

**NOTICE OF MEETING AND AGENDA**

- 1. Call to Order**
- 2. Acknowledgement of Media**
- 3. Approval of the Agenda**
- 4. Approval of Meeting Report-June 5, 2019**
- 5. Chair's Remarks**
- 6. Member Comments (Items Not on the Agenda)**

**REPORTS:**

- 7. Marketing and Communications Report-Eileen Paulin**
  - a. Water Conservation
  - b. Gate 14 Landscape Updates
  - c. Parking Pilot Project
  - d. Earthquake Insurance Information for Residents
  - e. Trash Campaign
  - f. Elections

**ITEMS FOR DISCUSSION AND CONSIDERATION:**

- 8. Garden Villa and LH-21 Laundry Room Rules**
- 9. Garden Villa Recreation Room Rules**

**ITEMS FOR FUTURE AGENDAS:**

**CONCLUDING BUSINESS:**

**10. Committee Member Comments**

**11. Date of Next Meeting**

**12. Adjournment**



OPEN MEETING  
THIRD LAGUNA HILLS MUTUAL  
COMMUNICATIONS COMMITTEE  
Wednesday, June 5, 2019 – 11:30 a.m.  
Laguna Woods Village Community Center, Sycamore Room  
24351 El Toro Road, Laguna Woods, CA 92637

REPORT

Members present: Chair Annie McCary, Co-Chair Roy Bruninghaus, Directors Rosemarie diLorenzo, Steve Parsons, Lynn Jarrett and Reza Karimi

Members absent: None

Advisers present: None

Staff present: Eileen Paulin and Ellyce Rothrock

**1. CALL TO ORDER**

Chair Annie McCary called the meeting to order at 11:30 a.m. and established a quorum of six Committee members and two staff.

**2. PURPOSE OF MEETING**

- To establish the role of the committee and charter
- To approve how the committee functions:
  - Set the dates for the next four quarterly meetings
  - Expectations in regards to governance including staff reports, agendas and minutes
- Review the Third Laguna Hills Mutual Board Election Packet and provide input
- Discuss and outline meet and greet to be held Thursday, June 27 2019

**3. APPROVAL OF AGENDA**

Chair McCary moved to approve the agenda as presented. The motion was passed.

**4. CHAIR'S REMARKS**

Chair McCary established that the Third Communications Committee Meeting will take place the second Wednesday of every quarter until otherwise determined. She welcomed the committee.

**5. MEMBER COMMENTS (ITEMS NOT ON THE AGENDA)**

Director Steve Parsons and Eileen Paulin discussed the new policy where Marcomm Staff is assigned to individual departments to ensure timely and accurate communication to Residents.

## **6. REVIEW COMMITTEE CHARTER**

Director Reza Karimi remarked that it is not the board's job to resolve operational issues.

Director Parsons moved to strike item No. 3 ("Review capital requirements, requests for capital equipment and programs, and projected revenues and determine service levels related to public relations.") from the resolution and accept all redlines. Director Roy Bruninghaus seconded the motion. Four members voted in favor to remove item No. 3; Director Lynn Jarret abstained.

## **7. DISCUSS EXPECTATIONS, APPROVE COMMITTEE FUNCTION, SET 2019-2020 MEETING DATES**

Director Rosemarie diLorenzo commented that as this is a chartered committee, there should be agenda prep meetings with Director McCary and Ms. Paulin, as well as staff reports to document each meeting. She suggested Third Mutual should embrace an organized committee meeting approach, with established quarterly meetings and minutes.

Directors briefly discuss whether meetings should be open or closed; Director Parsons suggested the committee instead be labeled a task force, as there would be only four meetings scheduled per year, and that committee members must refer to the charter to inform Third on procedure.

## **8. REVIEW ELECTION PACKET AND TIMELINE**

Director diLorenzo posed the question of whether to amend or leave the election packet as is for now and fix for next year. Whatever amendments made must be done in time for the June 27, 2019 election meet and greet. The bylaws would stand as is.

Ms. Paulin commented that Marcomm staff would improve the design aesthetic of the application and include branding devices such as current logo, fonts, etc. Ms. Paulin also stated that Third Mutual attorney Sandra Gottlieb must review and approve any changes proposed to the election packet.

Directors and committee members discussed pulling the duties and responsibilities document from Third's new Board of Directors handbook to use in place of what's currently in the election packet.

Discussion ensued regarding adding a computer literacy question to the application with a yes/no response and ability to provide proficiency skills for such programs as Word, Excel and email.

Committee will make help available to interested candidates in writing and editing their application content.

## **9. DISCUSS, FINALIZE DETAILS OF MEET AND GREET**

The election reception/meet and greet event is to be held Thursday, June 27, from 4 to 5:30 p.m., a change from the previous time of 5 to 6:30 p.m.

Ms. Paulin stated that up to five printed invites would be given to Third board members with the goal of extending them to Third Residents believed to be viable candidates. Ms. Paulin stressed the validity of reaching out to candidates in person being the best method for recruiting candidates.

Five names were removed from the Advisor list as possible candidates. Ms. Paulin will develop VMS staff recommendations for candidates, as well.

Other details:

- Secure nametags
- Show year-end video as the opener to the meet and greet
- Encourage as many board members as possible to attend; mingling is vital
- Offer Q&A session
- Provide rundown of requirements for potential candidates
- Provide information on where interested potential candidates can follow up if they have post-event questions
- Board members to bring business cards
- Make copies of the Village Breeze available (preferably that has significant Third Mutual content)

#### **10. REPORTS**

None

#### **11. ITEMS FOR DISCUSSION AND CONSIDERATION**

None

#### **12. CONCLUDING BUSINESS**

Item No. 5 on the agenda ("Finalize list of top 10 communications topics of the highest priority to Third Mutual at this time.") deferred to next meeting as new business.

#### **13. COMMITTEE MEMBERS COMMENTS**

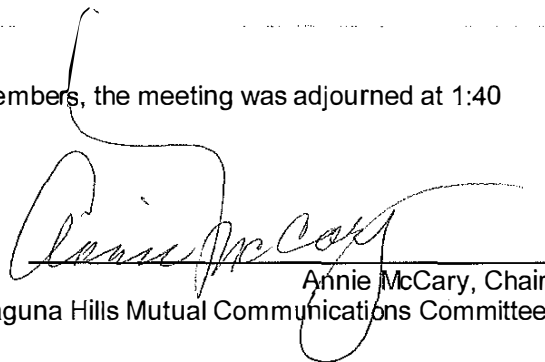
None

#### **14. DATE OF NEXT MEETING**

July 10, 2019

#### **15. ADJOURNMENT**

With no further business before the committee members, the meeting was adjourned at 1:40 p.m.



Annie McCary, Chair  
Third Laguna Hills Mutual Communications Committee

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## STAFF REPORT

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**DATE:** July 24, 2019  
**FOR:** Third Laguna Hills Mutual Communications Committee  
**SUBJECT:** Marketing and Communications Report

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### **RECOMMENDATION**

Review Marketing and Communications Report

### **BACKGROUND**

Marketing and Communications (MarComm) Staff prepare a quarterly report for the Third Laguna Hills Mutual Communications Committee. This report includes, but is not limited to, MarComm activities that pertain to the Board and Residents of Third Mutual.

### **DISCUSSION**

MarComm Staff continue to assist Third Mutual with flyers, brochures, posters, signs, emails, letters, PowerPoint presentations, Village Television appearances, meetings and video monitor slides. Key messages pertain to:

- a. Water conservation
- b. Gate 14 landscape updates
- c. Parking pilot project
- d. Earthquake insurance information for Residents
- e. Trash campaign
- f. Elections

### **FINANCIAL ANALYSIS**

None.

**Prepared By:** Eileen Paulin, Marketing and Communications Manager  
Becky Jackson, Public Relations Specialist

**Reviewed By:** Siobhan Foster, COO

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## **RESOLUTION 03-19-XX**

### **Garden Villa and LH-21 Laundry Room Rules**

**WHEREAS**, the Garden Villa Association has recognized the need to adopt a Garden Villa and LH-21 Laundry Room Rules to set forth guidelines for use by Residents;

**NOW THEREFORE BE IT RESOLVED**, August XX, 2019, that the Board of Directors of this Corporation hereby adopts the Garden Villa and LH-21 Laundry Room Rules as attached to the official minutes of this meeting; and

**RESOLVE FURTHER**, that this policy applies to the buildings listed below which the laundry rooms are located; Garden Villa Buildings No. 969, 2353, 2354, 2355, 2369, 2370, 2381, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 3241, 3242, 3243, 3244, 3420, 3421, 3499, 4006, 4007, 4008, 4009, 4010, 4011, 5370, 5371, 5372, 5499, 5500, 5510, 5511, 5515, 5517, 5518, 5519 and LH-21 Buildings No. 3335, 3336, 3337, 3338, 3363, 3364, 3365, 3366, 3367, 3371, 3486, 3498, 3500, 3501, 3510, 4001, 4002, 4003, 4004, 4005, 4012, 4013, 4014, 4015, 4025, 4026, 5368, and 5369;

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

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## **RESOLUTION 03-19-XX**

### **Garden Villa Recreation Room Rules**

**WHEREAS**, the Garden Villa Association has recognized the need to adopt a Garden Villa Recreation Room Rules to set forth guidelines for use by Residents and their guests;

**NOW THEREFORE BE IT RESOLVED**, August XX, 2019, that the Board of Directors of this Corporation hereby adopts the Garden Villa Recreation Room Rules, as attached to the official minutes of this meeting; and

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

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