



THIRD LAGUNA HILLS MUTUAL COMMUNICATIONS COMMITTEE MEETING

**Wednesday, October 9, 2019 - 1:30 p.m.
Laguna Woods Village Community Center Willow 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 - Wednesday, July 24, 2019**
- 5. Chair's Remarks**
- 6. Member Comments (Items Not on the Agenda)**

REPORTS:

- 7. Marketing and Communications Report - Eileen Paulin**

ITEMS FOR DISCUSSION AND CONSIDERATION:

- 8. Garden Villa Rules Signage**
- 9. Water Conservation**
- 10. Turf Renovation Updates**

ITEMS FOR FUTURE AGENDAS:

CONCLUDING BUSINESS:

- 10. Committee Member Comments**
- 11. Date of Next Meeting - Wednesday, January 9, 2020 1:30 p.m.**
- 12. Adjournment**



THIRD LAGUNA HILLS MUTUAL COMMUNICATIONS COMMITTEE

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

REPORT

MEMBERS PRESENT: Chair Annie McCary, Co-Chair Roy Bruninghaus, Directors Bunny Carpenter, Reza Karimi, Rosemarie diLorenzo and Lynn Jarrett

MEMBERS ABSENT: None

OTHERS PRESENT: Steve Parsons—Third Mutual

STAFF PRESENT: Eileen Paulin, Ellyce Rothrock and Becky Jackson

1. **Call to Order**
Chair Annie McCary called the meeting to order at 9:30 a.m.
2. **Acknowledgement of Media**
None were present.
3. **Approval of the Agenda**
Agenda was approved by consensus.
4. **Approval of Meeting Report-June 5, 2019**
Report was approved by consensus.
5. **Chair's Remarks**
Chair McCary welcomed the two people in the audience and gave kudos to Staff for the new format of What's Up in the Village.
6. **Member Comments (Items Not on the Agenda)**
Leslie Carretti 3084-B was called to speak and addressed landscaping issues around her manor since Roundup has been terminated and the new products have been used.

Director Rosemarie diLorenzo stated Third Mutual stopped using Roundup six months ago. Communications have been disseminated to Residents via email, television and print.

Hearing loop technology is available in the Board room for attendees who have hearing aids with a t-coil

Director Lynn Jarrett explained Third Mutual is not in a trial phase with the new product, Finale. She stated the grass will grow out as Ms. Carretti described and will follow up with Landscaping to resolve the issue. She will communicate with Ms. Carretti after discussing it with Kurt Wiemann.

Eileen Paulin asked Ms. Carretti if she received the email notifications. Ms. Carretti said no. Ms. Paulin went on to describe receiving the emails would help keep Residents informed to save time and then encouraged her to get on the list.

REPORTS:

7. Marketing and Communications Report-Eileen Paulin

a. Water Conservation

Ms. Paulin provided background and stated Staff has a letter with a two page attachment. She suggested continuing sending the letter. After discussion it was decided that:

- Letter will be sent to areas where water usage is high.
- Ms. Paulin will coordinate with Directors Reza Karimi and Jarrett to communicate with the Garden Villa Association when applicable and Building Captains.
- Communications will be made to Eileen Lazar with the Gate 11 Residents at the October 3, 2019 meeting.
- Stuart Hack and Eileen Lazar will be invited to the next Third Communications Meeting.

b. Gate 14 Landscape Updates

Ms. Paulin reported the presentation went well. Director Jarrett will consult with Mr. Wiemann and report back to the Committee.

c. Parking Pilot Project

Steve Parsons reported \$50,000 has been awarded for the Golf Cart Task Force to increase parking in the wedding cake area. There are 14 potential sightings, including cul de sac 216. The project has been turned over to Ernesto Munoz and will begin in August 2019. No definitive communication plan was determined.

d. Earthquake Insurance Information for Residents

Ms. Paulin suggested putting an article in the Breeze and having one of the directors talk about what type of policy Residents will need in the event of an earthquake. She stated a flyer could be handed out at the Garden Villa Association, if the Committee deems it necessary.

After discussion, it was determined that Ms. Paulin would first consult with Dan Yost to craft the message. After which, an article will go in the Breeze and television appearances will be made by directors.

e. **Trash Campaign**

Ms. Paulin reported that MarComm is working on a mockup communication with the caveats the city has with the Village in regards to recycling. She state the primary violations are with people moving, contractors and non-English speaking Residents.

Director diLorenzo suggested changing the bulky item pickup date to the fourth Saturday of the month to make it more convenient for those who are moving. She stated that there will be no communications until herself, Mr. Parsons, Chris Laugenour and Siobhan Foster consult with Waste Management to potentially change the date of bulky item pickup. When the date is finalized, Ms. Paulin can proceed with the message.

f. **Elections**

Ms. Paulin reported Friday, August 23 at 10 a.m. is scheduled for Meet the Candidates. She stated MarComm is assisting candidates in respect to coaching them for television appearances.

ITEMS FOR DISCUSSION AND CONSIDERATION:

8. Garden Villa and LH-21 Laundry Room Rules

Director Jarrett would like MarComm to work on the communications of the rules to the Garden Villa Residents. She will check with Mr. Hack to see what specifications are needed for signs.

9. Garden Villa Recreation Room Rules

Director Jarrett explained the new rule regarding placing hot items on the billiard table cover. After discussion it was determined that when a Resident signs up to use the room, the rule will be in the disclaimer along with the cost of repairing the damage. It will also be the responsibility of Residents to report damage to the Building Captain.

ITEMS FOR FUTURE AGENDAS:

Investment Change

CONCLUDING BUSINESS:

10. Committee Member Comments

Director Karimi would like to have representation from other Committees at this meeting in the future.

Director diLorenzo found it to be a good meeting and the topics pertained to Third Mutual only.

Co-Chair Roy Bruninghaus stated there are more ways to get the message out than ever before. If Residents don't want to make the effort to receive correspondence,

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than the Staff and Committee should not feel bad. He felt everyone is doing a good job.

Director Jarrett stated it has been a good meeting and appreciates Staff.

Ms. Paulin stated we are doing a good job with delivering communications and there comes a time where we need to hold Residents accountable in receiving communications.

Chair McCary stated it was a good meeting and thanked everyone for their support.

11. Date of Next Meeting- Wednesday, October 9 at 9:30 a.m.

12. Adjournment

With no further business, the meeting was adjourned at 11:30 a.m.


Annie McCary, Chair
Third Laguna Hills Communications Committee

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STAFF REPORT

DATE: October 9, 2019
FOR: Third Laguna Hills Mutual Communications Committee
SUBJECT: Marketing and Communications Report

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:

1. Farewell to Jack Connelly
2. Gate 14 landscape modernization
3. Turf renovation process
4. Solar Panel Cleaning
5. Gate 11 access plan
6. Revisions to move-in and move-out times
7. Revisions to exterior paint color palette
8. Revisions to Garden Villa laundry room and recreation room rules
9. Revisions to alteration standards
 - a. Patio enclosures
 - b. Patio and balcony covers
10. Revisions to appeal policy
11. Eradication of rats
12. Treasurer's report
13. Elections

FINANCIAL ANALYSIS

None.

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

Reviewed By: Siobhan Foster, COO



STAFF REPORT

DATE: October 9, 2019
FOR: Third Laguna Hills Mutual Communications Committee
SUBJECT: Garden Villa Rules Signage

RECOMMENDATION

Review proposal for new signs in the Garden Villa buildings and approve.

BACKGROUND

MarComm, in collaboration with the Garden Villa residents, have been seeking a cost-effective way to display and communicate the new rules in the Laundry Rooms and Recreation Rooms.

DISCUSSION

It has been decided that when residents sign up to use the room, the rules will be in the disclaimer stating the cost of repairing any damage. Residents will be responsible for reporting damages to the Building Captain.

To ensure the rules are clearly communicated, signs have been recommended. After an extensive search, the best prices were found on Amazon. A package of 12 MaxGear Acrylic Sign Holder 8.5 by 11 inches Clear Wall Mount Frames costs \$49. A total of 21 packages would need to be purchased for 81 buildings in order to have a sign on each floor. This would bring the total cost to \$1,029. If the signs need to be changed, this can be easily accomplished by replacing the paper in the holder.

FINANCIAL ANALYSIS

None.

Prepared By: Becky Jackson, Public Relations Specialist

Reviewed By: Siobhan Foster, COO