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# 1 Appendix

## 1.1 Movie Nights

### 1.1.1 Umbrella Licensing

Umbrella Licensing allows for many movies to be shown during the license period, typically 1 year. Corporations make deals with individual studios for the use of their property and act as the intermediary to pass on the rights. The companies have different lists of what movie studios their umbrella license covers. These lists should be compared side-by-side when making a decision. Considerations are how many major versus minor studios are on the lists and if any of the studios have closed in the past few years. In general, Movie Licensing USA tends to cost more, but they have more major studios on their list. In both cases, the cost for the license is based on either community population or number of registered patrons or students. [Movie Licensing USA](#) part of Swank. [Motion Picture Licensing Corporation](#)

MPLC Annual fee is \$325 for a senior center, we are not a senior center.

<https://www.ncoa.org/national-institute-of-senior-centers/nisc-member-resources/movie-license>  
[https://www.ncoa.org/wp-content/uploads/MPLC-2017-NCOA\\_NISC-Brochure-Application.pdf](https://www.ncoa.org/wp-content/uploads/MPLC-2017-NCOA_NISC-Brochure-Application.pdf)  
(senior center application)

<https://www.mplc.org> (license)  
<http://library.mplc.org/wp-content/uploads/2016/12/Public-Libraries-Producer-List.pdf>

### 1.1.2 Full Licensing

Full Licensing is paying a full licensing fee for a specific movie per showing. This is done by contacting individual studios or through companies that act as intermediaries. Prices for licensing one movie at a time usually runs in the hundreds of dollars. This is expensive if showing several films over the year, but it does have benefits. Full licensing allows for full advertising rights to use the name of the movie and the image of the movie poster in any marketing medium. The licensing corporations also provide a copy of the film. [Swank Motion Pictures](#)

### 1.1.3 COMCAST

Comcast business does not offer business DVR or On Demand. They only offer special events like sporting events. We basically watch live TV. This is the Comcast Info:

[www.business.comcast.com](http://www.business.comcast.com)  
1-800-391-3000

Account:

1 Village Grande Road

Village Grande At English Mill

609-788-8405

Roxane Mellow

Everything triggers off phone number. Need to talk to sales to get viewing rights info. Somewhere there is a contract that should also state the rights. Can we as a group of 50 people watch TV, On demand, DVR content. We currently only pay for TV.

Is Roxane Mellow still a valid account contact? If so perhaps she has the contract? Does Cynthia have the contract?

### **1.1.4 SWANK**

The specific licensing fee for event will vary based on the number of films planned to be screened throughout the year and the audience size. If there is a need for a DVD to be shipped for your showing, roundtrip shipping and handling is \$28.

Licensed to use your own DVDs/Blu rays

For audiences of 50 people or less:

- 0-11 movies/year -- \$140/title
- 12-23 movies/year -- \$115/title
- 24-39 movies/year -- \$95/title
- 40+ movies/year -- \$85/title

For audiences of 51-100 people:

- 0-11 movies/year -- \$190/title
- 12-23 movies/year -- \$165/title
- 24-39 movies/year -- \$135/title
- 40+ movies/year -- \$115/title

When possible, license movies at least two-three weeks prior to screening to allow enough time to promote the event. After movies are licensed, there is access to digital images to promote the event. For our newest releases, we have images that can be used on the community Facebook page, website, or flyers.

Attached is a exhibition request form, to use to create an account for the organization, obtain billing information, and license screenings. When ready to move forward with screenings, return the attached form. Contact:

Kelly Eldridge | Account Executive | P:800.876.5577 | F:314.909.0879 | Email: [keldridge@swankmp.com](mailto:keldridge@swankmp.com)

## 1.2 Replacement Cables and TV Connection

While going through the sound system to get the new TV audio connected, various broken cables and connectors were found. Also there needs to be a direct connection made between the TV and sound system. Currently the cable box and DVD player is connected to the sound system. This takes up 2 channels instead of 1 on the sound system and does not allow a user to use the TV volume control to adjust the sound level. Freeing up 1 channel would also allow members to play music from their devices (smartphone) using Bluetooth or a direct interface.

We have lost our local retail outlets that carry these things, so when you need something it is problematic. The local Guitar shop has some items but they are very expensive. Walmart stock is sporadic, being phased out, and even their prices are high for these items. Bestbuys is a nonstarter because of the extremely high prices for the few cables they stock. I identified the local sources for each item.

### **Connect Numark CD to Cable Box and DVD or other future devices**

6 ft RCA Audio Cable (Walmart \$4.99?)

C2G/Cables to Go 40464 Value Series RCA Type Audio Cable (6 Feet, Black) \$2.99 X 4

<https://www.amazon.com/C2G-Cables-40464-Value-Audio/dp/B0019MGITK>

RCA Female to Female Coupler Adapter (Walmart \$5.00 for 2 not in stock I bought last pack)

Electop 10 Pack Audio Video RCA Female to Female Coupler Adapter Gold \$5.69 X 1

<https://www.amazon.com/Electop-RCA-Female-Coupler-Adapter/dp/B01CJ5SCGW>

### **Connect external devices like computer or MP3 audio players**

Male 1/8" Plug to RCA Stereo Audio Adapter

WAWPI 3.5mm Male 1/8" Plug to 2 Dual RCA Stereo Audio Adapter Y Cable Speaker Cord (6Feet(2pack))

\$7.99 X 1

<https://www.amazon.com/WAWPI-3-5mm-Stereo-Adapter-Speaker/dp/B01KUMO8GE>

### **Connect Yamaha to Numark CD and other Input Devices**

Mono Plug Male to RCA Female Audio Adapter (Guitar Shop \$6.00 for 2 not in stock I bought last pack)

10-PACK RCA Female Jack to 6.35mm (1/4inch) Mono Male Plug Audio Adapter, Gold Plated, AV-A21K-10 \$10.49 X 1

<https://www.amazon.com/CablesOnline-10-PACK-Female-Adapter-AV-A21K-10/dp/B00WKFWG7S>

Mono Plug Male to RCA Female Audio Adapter Right-Angle (none)

Hosa GPR-123 RCA to 1/4 inch TS Right-Angle Adaptors, 2 pieces \$3.45 X 1

<https://www.amazon.com/dp/B000068O3W>

### **Connect Yamaha to Power AMP**

XLR Male to RCA Male Cable Adaptor (Guitar Shop \$35 +)

Monoprice 104778 10-Foot Premier Series XLR Male to RCA Male 16AWG Cable \$13.94 X 2

<https://www.amazon.com/Monoprice-104778-10-Foot-Premier-16AWG/dp/B009GURL8>

OR

Monoprice 104777 6-Foot Premier Series XLR Male to RCA Male 16AWG Cable \$10.37 X 2

<https://www.amazon.com/Monoprice-104777-6-Foot-Premier-16AWG/dp/B001VLW398>

AND / OR

XLR Male to RCA Male Adaptor (none) Very handy to have perhaps buy these instead of above cables, abandon above cable approach...

Hosa GXM-133 RCA to XLR3M Adaptor \$7.99 X 2

<https://www.amazon.com/Hosa-GXM-133-RCA-XLR3M-Adaptor/dp/B000068O4D>

### **Connect TV directly to PA**

A Digital Optical Coax to Analog RCA Audio Converter will connect the TV directly to the PA System. This should allow the TV volume remote to control both the TV and DVD on the PA system. Also the sync between the TV sound and picture might be better. There may be better alternatives than these:

Digital Optical Coax to Analog RCA Audio Converter

ROOFULL Digital Optical to Analog Audio Converter, ... Converter Adapter (192KHz 24bit ) with Fiber and Coax Cable \$13.95

<https://www.amazon.com/ROOFULL-Digital-Optical-Converter-Toslink/dp/B07142SV1D>

OR

Musou Digital Optical Coax to Analog RCA Audio Converter Adapter with Fiber Cable \$12.59

<https://www.amazon.com/Musou-Digital-Optical-Converter-Adapter/dp/B01AWBA8U8>

### **Bluetooth Receiver To RCA Connectors**

REIIE B06 APT-X HIFI Bluetooth APT-X Audio Adapter with 3D and DSP. \$26.95

<https://www.amazon.com/REIIE-B06-APT-X-Bluetooth-Adapter/dp/B079H9CBDP>

## **1.3 Website**

There are 2 broad approaches to establishing and maintaining a website:

- Use Volunteers
- Hire Someone including using an existing management company

When using volunteers there are 2 broad approaches they can use for website maintenance:

- Buy a Service and Use Their Framework, HOA data storage may not be available without management service
- Use tools to build and maintain the website and maintain HOA Data storage

There is a prototype website that has been developed based on the approach of using volunteers:

- [www.cassbeth.com/vgem](http://www.cassbeth.com/vgem)

### 1.3.1 Frameworks

The following are links to solutions that would use a framework. They tend to be all-encompassing solutions that include HOA + Community needs. This can be used by both the volunteers and someone for hire.

- [www.hoa-sites.com](http://www.hoa-sites.com)
- [www.hoa-express.com](http://www.hoa-express.com)
- [www.hoospace.com](http://www.hoospace.com)
- [www.athomenet.com](http://www.athomenet.com)
- [www.home-owners-assoc.com](http://www.home-owners-assoc.com)
- [www.ismynest.com](http://www.ismynest.com)
- [www.associaonline.com](http://www.associaonline.com)
- [www.doodlekit.com](http://www.doodlekit.com)
- [www.capterra.com](http://www.capterra.com)
- [www.capterra.com/hoa-software](http://www.capterra.com/hoa-software)

### 1.3.2 Prototype

The following is the proposal that was offered in August 2017 for the volunteer based website. This is a follow-up to our discussion about a VGEM website. These are the things I am volunteering to do:

- Setup the website
- Add initial content
- Maintain content
- The website will be plain and minimalistic but functional
- Start / head up a website committee and train others
- If a committee takes off they can take the website where ever but first we get a stable platform and process in place
- I can walk away at any time and VGEM keeps everything (no IP claims)

So here is an overview of the process.

We need to register a domain name. I will use [www.networksolutions.com](http://www.networksolutions.com). The cost is ~\$30 per year.

We will need to use a VGEM charge card for the registration. It will be under the VGEM entity name. I

will work with whoever has control of the charge card to show them how to find and register a name. People will suggest other companies, the answer is no because other companies claim IP ownership of the domain name and not allow the web hosting company to change if needed. Last I checked vgem.org was available, if not we will get a variant that has vgem and org.

We need a web hosting company. I use [www.oneworldhosting.com](http://www.oneworldhosting.com). They cost ~\$15 per month. Again we will need to use a VGEM charge card for the registration. It will be under the VGEM entity name. I will work with whoever has control of the charge card to setup the account. People will suggest other companies, the answer is no because those other web hosting companies websites are blocked in work settings and they try to lay claim to IP.

Once the domain is registered we will setup the website account, probably the same day, I will then have the mechanism to start building a website.

The goal of the website is both social and business communications. Initially it will:

- Provide information on upcoming social events
- House previous social event presentations
- House the Grande Gazette (this will NOT replace the physical paper)
- Perhaps house some community related info / links
- House the HOA bylaws
- Provide information on upcoming HOA meetings
- House the HOA Minutes
- House the budget info presented at the meetings

Shortly after initial setup:

- Previous content will be accessed and placed on the website

In the future it may include (when the committee is up and running, maintenance and privacy issues):

- Login services for private pages for pictures from social events
- Pictures from social events
- Ability for residents to upload official VGEM activities content
- resident@vgem.org emails
- The committee might want to get local businesses to pay for very limited advertizing, like being in a list of restaurants on the site
- Placing a computer in the clubhouse for people to update the website and visit its pages

A key website policy is that it will NOT replace the Gazette or any other form of paper that the community desires. It is in addition to the paper communications. I cannot stress enough the need for paper especially the Gazette. If the paper goes away the organization will go away - this is my previous

experience in multiple settings. In our case our community will fall apart and become a neighborhood of disconnected lonely people. The club house and paper in that clubhouse is key to everything good. The web site is a convenience and a library to serve our needs.

## **1.4 HOA Data**

This is related to the Laptop / Computer in Board Room topic. The issue is how to ensure the HOA is able to easily access data and not lose data in the event of management company changes. If a website is established it can be used to house both public web pages content and private data content available only via File Transfer Protocol (FTP) services using a login mechanism. The data is not as secure as keeping it on a physical computer located in the Clubhouse but the risk may be tolerable. Especially since a computer in the clubhouse also can be compromised.

## **1.5 Laptop / Computer in Board Room**

The office computer is not HOA property. The data is owned by the HOA and the contract has text to ensure the data gets transferred in the event of changes.

Initially NAS network access storage was described. This allows for local fault tolerant encrypted data storage. Put it in a locked on site closet. This was contrasted with cloud computing and recent major data loss and compromise on the cloud. However we cannot use NAS because we do not own the computer. We could ask Delucia to allow for a NAS. Once it is setup that may be the way to guarantee our data is always available. This is in contrast to connecting a HOA USB drive and having Cynthia drag over official electronic data.

A more detailed description of the situation is offered below.

This is some background on work setting computers:

- We are a nonprofit company (HOA) that decided to hire a subcontractor to perform certain functions as defined in the contract. The subcontractor staff is physically located on HOA property. In this scenario they use HOA facilities and equipment. HOA equipment includes phone, copiers, printers, faxes, and the computer?
- For subcontractor staff permanently assigned to a company location the computer is always provided by the company. This is a long established practice that traces to risk management. The subcontractor may be permitted to bring their company computers on site depending on security policies.
- If the subcontractor is offsite then the computer is their property and they would make official deliveries to the HOA in the form of paper and data. All final product official business data must be delivered to the HOA in a manner that the HOA can access and read including computer data files.



- Any intermediate work products can be on the subcontractor computers regardless of where they physically work. No work product content can be on personal computers unless approved by the HOA and subcontractor. Each must ensure the personal computer is properly secured.

This means that the HOA must be able to accept, control, maintain, and archive its data. If it fails to do this I suspect there are some serious legal ramifications. The question then is how to fulfill this responsibility.

If you give that responsibility to one of the subcontractors that also produces work products, then there is a conflict of interest. This translates to a potential compromise situation where data may be lost in a dispute.

So what can we do to maintain the HOA computer and data resources? At the highest level we can:

- Hire an IT sub-contractor / consultant
- Use volunteers as IT staff

In all cases proper procedures are in place and the staff sign appropriate documents to ensure security and privacy liability. Ideally the technology should be such that the IT staff are never able to see the data content. Data content is only accessible to those given that privilege. This brings up security. Most people are aware of the need to know and least privilege access rules. Most are not aware of the right to know. Most of the HOA data will fall into the right to know category. I would claim that even proposals with final price quotes are in that category. But that is a different topic.

So what would our computer system look like? We have a few alternatives:

#### 1. Current approach. - do nothing

- Not sure how data is delivered to the HOA.
- Not sure if the HOA can easily access delivered data in all situations.
- Not sure how data is archived.
- Access and archiving should be public info.
- Security is not about hiding things it is about a rock solid process that cannot be compromised.

#### 2. Buy a Server and Hire IT company / consultant to Administer

- Server is remotely maintained by IT company / consultant
- As policy all delivered HOA products are placed on the network.
- Network content is inspected by a HOA official representative (not subcontractor) prior to each HOA meeting.
- Network content is archived quarterly by an IT company / consultant.

### 3. Buy a Cloud Service

- Cloud is maintained by cloud company
- As policy all delivered HOA products are placed on the cloud.
- Cloud content is inspected by a HOA official representative (not subcontractor) prior to each HOA meeting.
- Cloud content is continuously archived by a cloud company.

### 4. Hire IT Consultant / Company

- They decide to either install server, buy cloud service, or both
- They maintain server or cloud
- As policy all delivered HOA products are placed on the server or cloud.
- Server or Cloud content is inspected by a HOA official representative (not subcontractor) prior to each HOA meeting.
- Server or Cloud content is automatically archived by a cloud company or quarterly by an IT company.

### 5. Add a network drive - Mom and Pop Approach

- As policy all delivered HOA products are placed on the network drive (USB or wireless).
- Network drive content is inspected by a HOA official representative (not subcontractor) prior to each HOA meeting.
- Network drive is to be archived quarterly to another drive that is locked in a fire proof closet.
- The archive needs to be done in the presence of the HOA official representative.
- Adding another computer in the clubhouse would allow the HOA to inspect the network drive content without disturbing office operations. It would also allow other non-management company HOA data to be developed, maintained, and stored (e.g. Website).
- Backup and archiving mechanisms guidance in this setting is critical. One of the functions of the operating system is to ensure data integrity especially during backup and coping of data. Do not use any third party archive tools. They always fail at some point and they force users to call the tool provider and pay to recover. Data is usually lost along with cash. Use the operating system to back up all data. Just drag and drop the highest level folder. When prompted just pick the options to copy all or if available the newest date files. The backup folder structure should always match the original source structure. Do not perform any manual activities like rename etc.
- If a wireless drive is selected they sell cloud services but this raises security issues that must be examined
- Once a computer is added, this is similar to the buy a server approach, the difference is the loss of training and discipline by not having an IT company / consultant.

The common element in all the approaches except for the current approach is:

- As policy all delivered HOA products are placed in an official area accessible by the HOA at any time.
- Content is inspected by a HOA official representative (not subcontractor) prior to each HOA meeting.
- Content is archived for recovery.

## **1.6 Audio Video Security Services**

A company that consistently advertises in the Home Improvement free magazine is Audio Crafters Inc.

The links to each are as follows:

[http://homeimprovementguides.com/digital\\_mag.html](http://homeimprovementguides.com/digital_mag.html)

<http://www.audiocraftersnj.com>

Some sample prices from November 2017 are:

92 inch complete theater system \$1999

4 Camera 180 hour surveillance system \$999

TV Wall Mounting \$99

## Survey Response Summary

Your HOA Board has appointed our team to make recommendations to the VGEM Board of Trustees, on present and future plans for technology use by the HOA. We have created this survey to gauge your interest. Each resident is asked to fill out one survey and return it to the Community Manager. Deadline for your response is March 30.

Responses Total 84, only "yes" responses recorded since many people only responded "Yes" to areas of interest and did not respond "No" to other areas. They tended to leave blanks.

If we had movie nights at the club house would you attend (this requires a new movies rights license)?	49 Yes - ___ No
If we had live music at the Clubhouse would you attend (this requires a new entertainment license)?	50 Yes - ___ No
If there was a VGEM website that included information like announcements, events, forms, HOA business, past copies of the gazette, etc. would you use it?	72 Yes - ___ No
If there was dependable WIFI throughout the Clubhouse and the pools, would you use it?	53 Yes - ___ No
Do you think adding a TV to the Board room would be something we should do? Note we said TV, perhaps should have used the term "monitor".	9 Yes - ___ No
Do you have other locations in the Clubhouse that you would like to see a TV? Please list.	<p>Billiard room -5</p> <p>Art room – 1</p> <p>Larger TV in gym -2</p> <p>Indoor pool – 1</p> <p>Individual TVs on treadmills – 1</p> <p>Note, 2 individuals specifically indicated NO additional TVs due to belief the activities in clubhouse should be</p>

	interactive.
Are you interested in technology to enhance the exercise room experience such as Internet-connected stationary bikes with a giant touch screen attached to it that could live-stream classes?	<p>31 Yes - __ No</p> <p>Peleton – 1</p> <p>Express Bike System – 1</p> <p>Better bikes with more data input</p> <p>Add a rowing machine</p>
<p>Do you have any other technology suggestions? (consider Game rooms, pool areas, Arts &amp; Crafts room, Library, Reception, Lounge, etc)</p> <p>Blue tooth speakers</p> <p>Coaching session to encourage confident use of technology (especially phones) (2 respondents)</p> <p>Fax machine for resident use</p> <p>Wall clock in game room</p> <p>Wii Fit on large screen TV</p> <p>Security - card access to pool, courts, bocci equipment, etc.</p>	
<p>General comments:</p> <p>Have a computer available to teach residents computer skills</p> <p>Do not put a TV in pool room – difficult enough to get players to pay attention</p> <p>Movie night and live entertainment – only if it doesn't cost a lot, happy with Aggie &amp; Jim</p> <p>Would like to see closed caption on TV in gym, volume is often too loud</p> <p>Live performance would give diversity to events</p> <p>More lighting in front of clubhouse to enhance look(2 respondents)</p> <p>Offer free ACUA 95 gal recycling carts for those using small recycle buckets</p> <p>Method to pay HOA fee to avoid \$1 fee</p> <p>Set up Cynthia's phone to deliver daily announcements</p>	

Annual HOA survey for residents to rate living at VGEM

Do not want any licensing fee costs added to HOA fees

Generator in clubhouse (2 respondents)

Emergency call system in bathrooms adjacent to indoor pool

CCTV for all clubhouse entrances and pool area

Universal WIFI is the wave of the future

Consider TV in boardroom if board feels it is needed for presentations

Ability to provide surveys to community on line with responses returned on line

Post notice regarding flag at half mast (who died?)