

LEISURE WORLD COMMUNITY CORPORATION  
STRATEGIC PLANNING ADVISORY COMMITTEE

Minutes of Regular Meeting

February 4, 2010

9:00 a.m.

Potomac Room

MEMBERS PRESENT: Naomi Lawhorn-Gripper, Chair, M16; Joyce Brown, M6C; Phyllis Ross, M6C; Marian A. Altman, M12; Lawrence Damsky, M19B; Robert Bordley, M20A; Shirley Henderson, M24; Marian Cain-Hayden, M27; and Marti Jacobs, M27.

MEMBERS ABSENT: Phil Marks, M20B.

MANAGEMENT: Kevin Flannery, General Manager and Nancy Gordon, Trust Assistant.

VISITORS: Rosemary Marks, M24.

1. Call to Order – The chair called the meeting to order at 9:05 a.m.
2. Approval of Agenda – The agenda was approved as presented.
3. Approval of Minutes – The minutes of the meeting of January 7, 2010, were approved as
4. Chair's Comments

The Chair expressed her thanks for all the work accomplished at last month's meeting.

Copies of an article, "The New Pace of Strategic Planning" from the September 2009 issue of the magazine, *Trustee*, were distributed to the committee.

5. Old Business
  - a. Focus Group Interviews
    - i. Applicatons Received – Mrs. Brown reported that to date 108 applications have been received.
    - ii. LWMC employees – From the list of 22 employees who expressed interest in participating in a Focus Group, two groups (A and B) will be formed. Interviews will be at 2:00 p.m. February 16 for Group A and 2:00 p.m. February 23 for Group B. Mr. Flannery provided to the committee the

names and job titles of employees who responded to his memo of January 17. In addition to those 22 people, two employees of T. Edwards, Inc. will be invited to participate.

Three employees who expressed interest in participating are also residents of LW.

**After discussion and upon motion duly made and seconded, the Strategic Planning Advisory Committee recommended that the employees Focus Group interviews include employees who are also residents of Leisure World. This is an exception to a motion made on December 18, 2009, which stated that residents may not participate in employee Focus Groups.**

The committee reviewed five questions for employees which were prepared by Mrs. Brown, Mrs. Jacobs and Mrs. Cain-Hayden. Some revisions were suggested. Finalized questions will be emailed to the committee before the next meeting.

LWCC Advisory Chairs – On January 25, Mrs. Gripper sent a letter to Advisory Committee Chairs inviting them to participate in a Focus Group for chairs. (A copy of that letter was distributed to the members at today’s meeting.) Mr. Damsky will set up dates for these interviews. Mrs. Gripper announced that 12 of the 15 Advisory Committee Chairs had indicated their interest in participating in the Focus Group interview. She also indicated that an email was sent to each of the 12 chairs who will be participating, thanking them for their interest and informing them that they will receive notification of the date, time, and location of the interview during the following week.

iii. Moderators and recorders for future interviews

<u>Tuesday</u>	<u>Time</u>	<u>Moderator</u>	<u>Recorder</u>
February 9*	2:00 p.m.	Naomi Gripper	Marian Cain-Hayden
February 16	2:00 p.m.	Shirley Henderson	Larry Damsky
February 23	2:00 p.m.	Marian Cain-Hayden	Larry Damsky

\*Larry Damsky will observe.

Two dates for March interviews have not yet been determined. Ms. Altman will moderate at one (not the 2<sup>nd</sup> Tuesday) and Mrs. Brown will record at both.

- iv. Timeline to conclude strategic planning process – Until all information is gathered from the focus groups, the envisioning process cannot be completed. The committee discussed shortening the length of the meetings until then.

**After discussion, and upon motion duly made and seconded, the committee agreed to continue to schedule three hour meetings until the envisioning process is complete.**

The Chair does not believe that the resulting strategic plan will impact the 2011 budget but will ask Mr. Flannery what information he may need prior to budget meetings.

- b. Priorities: “Where Are We Going?” Assessment Result – The committee completed an exercise to prioritize strengths, weaknesses, opportunities and threats from the Leisure Brand Audit.
6. New Business – There was no new business.
  7. Summary and Follow-up - The results of the exercise (See agenda item 5 b) completed today will be emailed to the committee and each member will categorize the results by focus and identify the focus by its applicable name.
  8. Open Forum – No visitors were present at this time.
  9. Next Meeting - The next meeting is scheduled for March 4, 2010, at 9:00 a.m. in the Sullivan Room.
  10. Adjournment – There being no further business, the meeting adjourned at 11:55 a.m.

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Naomi Lawhorn-Gripper