

LEISURE WORLD COMMUNITY CORPORATION
STRATEGIC PLANNING ADVISORY COMMITTEE

Minutes of Regular Meeting

March 4, 2010

9:00 a.m.

Sullivan Room

MEMBERS PRESENT: Naomi Lawhorn-Gripper, Chair, M16; Joyce Brown, M6C; Phyllis Ross, M6C; Lawrence Damsky, M19B; Phil Marks, M20B; Marian Cain-Hayden, M27; and Marti Jacobs, M27.

MEMBERS EXCUSED: Robert Bordley, M20A and Shirley Henderson, M24.

LEISURE WORLD OF
MARYLAND CORP.

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

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 February 4, 2010, were approved as written.
4. Chair's Comments – The Chair distributed an article from *MarketWatch* dated February 2, 2010, "A Quick Peek at the Retirement Houses of Tomorrow" which describes the features buyers look for when choosing a retirement home.
5. Old Business
 - a. Status of Focus Interview Process

Nine focus group interviews have taken place; four are scheduled in March. Seven were comprised of residents and two were comprised of LW employees. In an effort to hear from every resident, a request to respond to survey questions will be published in the Leisure World News, on the website and on the LW TV channel. Regarding a timeline to conclude the entire strategic planning process, Mr. Flannery said that 2011 budget planning need not be a consideration.
 - b. Questions for Advisory Committee Chairs

A draft of six questions prepared by Mrs. Brown, Mrs. Cain-Hayden and Mrs. Jacobs was reviewed by the committee. After discussion, and upon motion duly made and seconded,

The Strategic Planning Advisory Committee approved a list of six questions to be asked at the Focus Group interview session for advisory committee chairs.

A separate group of questions for advisory committee chairs was considered by the committee to be more operational than strategic. The committee agreed that the appropriate forum for these would be at the next meeting of advisory committee chairs and vice chairs if one is called by Mrs. Altman.

6. New Business

- a. Focus Group Moderators and Recorders – Committee members have tentatively filled the slots for moderators and recorders for four March meetings.

		<u>Moderator</u>	<u>Recorder</u>
March 9 th	2:00 p.m. -	Mrs. Henderson or Mrs. Altman	Mrs. Brown
March 16*	2:00 p.m. -	Mrs. Gripper	Mr. Damsky
March 23	7:00 p.m. -	Mrs. Jacobs	Mrs. Cain-Hayden
March 30	2:00 p.m. -	Mrs. Cain-Hayden	Mrs. Brown

* Advisory Committee Chairs - Dr. Kavanagh, Chair of the Health Committee, will not be able to attend the focus group interview session but did provide input from his committee which he thought may be of value to the Strategic Planning Committee. Mrs. Gripper will email his information to the committee.

- b. Envisioning: Conceptualizing/Identifying Priorities

After a discussion about the steps to arrive at a strategic plan, the Chair said that the step of categorizing the results of last month's exercise will be eliminated and the committee will proceed to draft a vision statement. From the vision statement, strategic goals for the next five to ten years will be developed and recommended to the LWCC Executive Committee. Mrs. Gripper stated that the objectives (the implementation actions) of the strategic plan will not be the responsibility of the Strategic Planning Committee.

7. Summary and Follow-up - Each committee member was asked to draft a vision statement based upon the prioritized results from the envisioning exercises and the Maier Warner Brand Audit results. The draft statement is to be completed and ready for dissemination before the next meeting. The final version will be written after all results from the focus group interviews are received and assimilated.

8. Open Forum – No visitors were present.

9. Next Meeting - The next meeting is scheduled for April 1, 2010, at 9:00 a.m. in the Sullivan Room.

10. Adjournment – There being no further business, the meeting adjourned at 12:00 noon.

APPROVED

Naomi Lawhorn-Gripper, Chair