

LEISURE WORLD COMMUNITY CORPORATION
STRATEGIC PLANNING ADVISORY COMMITTEE

Minutes of Regular Meeting

May 6, 2010

9:00 a.m.

Sullivan Room

MEMBERS PRESENT: Naomi Lawhorn-Gripper, Chair, M16; Joyce Brown, M6C; Phyllis Ross, M6C; Lawrence Damsky, M19B; Robert Bordley, M20A; Phil Marks, M20B; Shirley Henderson, M24; Marian Cain-Hayden, M27, and Marti Jacobs, M27.

MEMBERS ABSENT: None.

LWMC: Nancy Gordon, Trust Assistant.

VISITORS: Marian A. Altman, M12; and Irv Abzug, M20.

1. Call to Order – The Chair called the meeting to order at 9:00 a.m.
2. Approval of Agenda – The agenda was approved as amended:
Add 5 a. Mission Statement Revisited
Add 6 e. Competitive Advantage
3. Approval of Minutes – The minutes of the meeting of April 1 were approved as amended:
Marti Jacobs, M27, should be listed as Member Excused not as Member Present.
4. Old Business
 - a. The Vision Statement – Using the list “Strategies for Plan” developed at the called meeting of April 22, the committee developed a vision statement. (See 6a (3) – Framework for Strategic Plan.)
 - b. Mission Statement Revisited - After all components of the plan are developed, the mission statement developed in March will be reviewed to see if it contains duplicate information.
5. New Business
 - a. Framework for Strategic Plan – The Chair discussed her handout “Leisure World of Maryland – Framework for Strategic Plan.” The six elements of the framework are:
 - (1) INTRODUCTION – A brief description of the organization, the subject of the plan--who we are. Mrs. Gripper will draft an introduction.

- (2) MISSION – LW’s purpose for being--why it exists. The mission was developed at the meeting March 24, 2009, as follows:

Leisure World of Maryland is a culturally diverse, age-restricted, self-governed community, providing home ownership for independent-living, active working and retired adults in a secure, attractive environment. This community is committed to providing amenities, services and activities that meet residents’ needs and interests and support their individual growth and self-expression.

- (3) VISION – A far-reaching description of where LW is headed/wants to be in the future. The vision was developed at today’s meeting as follows:

To be the most desirable, secure, active life style adult community in the Mid-Atlantic States.)

- (4) OBJECTIVE OF THIS PLAN – An aim to which everyone in the organization contributes through their coordinated efforts over the short to long term--where the plan is going to take us. The objective was developed at today’s meeting as follows:

To foster and ensure an effective and efficient use of resources in support of the changing needs and interests of the Community.

- (5) STRATEGIC AREAS & GOALS

- Strategic areas are long-term continuous functional areas that help connect our mission to our vision. In general, they encompass four areas: financial, customer (residents), operational and people (employees). They represent the key areas of activity a business needs to perform in order to achieve its vision. A subcommittee consisting of Joyce Brown, Phil Marks and Shirley Henderson will categorize each of the following* as belonging to one of the four areas listed above.

- Amenities
- Services (sustain safety/security)
- Communication (newspaper, newsletters, TV, web)
- Marketing (promotion)
- Sustain environmental sensitivity
- Financial stability
- Technology
- Recruiting and maintaining high-quality staff
- Raising political visibility in large metropolitan area (impact on laws, political systems/power)

*This list was developed at the called meeting of April 22, 2010.

- Goals are broad statements that identify the long-term, continuous actions that connect mission and vision and define the key activities that need to be performed.

(6) **IMPLEMENTATION OBJECTIVES/ACTION PLANS** (Responsibility of LWCC)

Identifies specific actions that lead to implementing our goals, including who, what, how and when.

- b. Preparation and Committee Review of the Plan - The subcommittee was asked to produce a draft of the plan which this committee will review and finalize at a called meeting, the date of which has not yet been determined.
 - c. Submittal of the Plan – The Chair foresees the plan being presented to the Executive Committee late May or early June.
 - d. Competitive Advantage – In order to be committed to the strategic plan’s implementation, what sets LW apart from other communities must be identified: The committee cited the following:
 - Home ownership/diverse
 - Broadest range of amenities
 - Security
 - Private
 - Affordable
6. Summary and Follow-up – The subcommittee will organize the information discussed today into goals and produce a draft of the plan which will be emailed to the committee and finalized at a called meeting.
 7. Open Forum – Mr. Abzug’s comments regarding the plan were received and noted.
 8. Next Meeting - The next regular meeting is scheduled for June 3, 2010, at 9:00 a.m. in the Sullivan Room.
 9. Adjournment – There being no further business, the meeting adjourned at 10:50 a.m.

Naomi Lawhorn-Gripper, Chair