

LEISURE WORLD COMMUNITY CORPORATION
STRATEGIC PLANNING ADVISORY COMMITTEE

Minutes of Regular Meeting

June 3, 2010

9:00 a.m.

Sullivan Room

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

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

VISITORS: Marian Altman, M12, and Paul M. Bessel, M12.

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 May 6, 2010, were approved as written.
4. Chair's Comments
 - a. Phyllis Ross has resigned from the Committee.
 - b. Mrs. Gripper distributed an *AARP Bulletin Today* illustration dated March 1, 2010 entitled "Retirement Home Overnighter." Mrs. Gripper said that various communities throughout the country have guest rooms so that prospective buyers can spend time in a community before deciding to buy. Mrs. Gripper suggested that this committee may want to consider the feasibility of designating some units for this purpose since our vision, in part, states that we wish to be known as the most desirable adult community in the Mid-Atlantic States.

After discussion and upon motion duly made and seconded, the Strategic Planning Committee recommends to the Board of Directors that an ad hoc committee be created to explore options for hotel short-term accommodations.

The motion was withdrawn.

After further discussion and upon motion duly made and seconded, the Strategic Planning Committee requests that the General Manager investigate options regarding overnight stays both within the community and outside the

community to accommodate out-of-town guests of Leisure World residents or prospective buyers.

The motion was approved.

5. New Business

a. “Strategic Planning Committee” Report (Draft)

- A draft “Strategic Planning Committee” report, written by the Chair, was distributed to the committee for review. Also distributed was an “Executive Summary” of that report.
- The committee agreed that information about the strategic plan should be made available to the community prior to its submission to the Board of Directors.
- Appendices to the Strategic Plan will include the following information: a) summary of results from the Committee’s three envisioning exercises, b) SWOT analysis; and c) a summary of selected results from focus group interviews. They will also include focus group participants’ demographic information.

6. Summary and Follow-up

The Chair will call a special meeting to discuss the various ways to inform the Community what the Strategic Plan means to them. Ms. Henderson and Mr. Damsky will draft an article for the Leisure World News and Mrs. Brown will email focus group participants to let them know they know that the Strategic Plan is being finalized for submission to the Executive Committee.

7. Open Forum – There were no comments or questions.

8. Next (Called) Meeting – Wednesday, June 23, 2010 at 10:00 a.m. in the Sullivan Room

9. Adjournment - The meeting adjourned at 11:50.

Approved _____
Naomi Lawhorn-Gripper, Chair