

LEISURE WORLD COMMUNITY CORPORATION
STRATEGIC PLANNING ADVISORY COMMITTEE

Minutes of Regular Meeting

July 2, 2009

Sullivan Room

MEMBERS PRESENT: Naomi Lawhorn-Gripper, Chair, M16; Joyce Brown, M6C; Phyllis Ross, M6C; Shirley Henderson, M24; Marian Cain-Hayden, M27; and Marti Jacobs, M27.

MEMBERS ABSENT: Donald Lewis, M24.

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

VISITORS: Marian Altman, Chair, LWCC Board of Directors; Nancy Kupperian, MM; Paul M. Bessell, M13; and Jackie Rabinow, M14.

1. Call to Order – The Chair called the meeting to order at 10:30 a.m.

2. Approval of Agenda – The agenda was approved as amended:

Add to Chair's Comments: Review of meetings schedule.

Add to New Business: Refinement and Clarification of Language in Leisure World's Planning Model.

3. Approval of Minutes – The minutes of the regular meeting of June 4, 2009 were approved as written.

4. Chair's Comments –

A. Reports and Their Implications for Strategic Planning

- LW Brand Audit Presentation conducted by Maier & Warner - June 30, 2009. The Brand Audit will be used as an additional tool by this committee.
- LW Open forum – June 20, 2009. The Chair stated that comments and concerns voiced by residents at the Open Forum validate results of various exercises previously done by the Strategic Planning Committee.
- Round Table Meeting of Leisure Advisory Committee Chairs/Vice Chairs – June 23, 2009. Mrs. Gripper made a presentation about the Strategic Planning Committee. She was asked if advisory committees would have input into the development of the strategic plan. Mrs. Gripper said that advisory committee chairs will be asked to participate in a focus group.

- B. Strategic Planning Meeting Schedule – The committee agreed that meeting 90 minutes a month does not allow sufficient time to develop a strategic plan within a reasonable period of time. After discussion it was decided that the committee would convene at 9:00 a.m. rather than 10:30 a.m. and that it would adjourn at approximately 12 noon. The meeting will continue to meet in the Sullivan Room the first Thursday of the month.
5. Old Business - Due to lack of time items (a) and (b) were not discussed.
 6. New Business – There was no new business.
 7. Summary and Follow-up – Before the next meeting the Chair will appoint a subcommittee to do preliminary work on a specific objective of the “focus group process,” which objective will be determined by the Chair. The subcommittee will make the results of their work available to the committee prior to the meeting so that the committee is prepared to discuss the objective.
 8. Open Forum – No questions or comments were raised.
 9. Next Meeting – The next meeting is scheduled for Thursday, August 6, 2009, at 9:00 a.m. in the Sullivan Room.
 10. Adjournment - There being no further business, the meeting adjourned at 12:05 p.m.

Approved

Naomi Lawhorn-Gripper, Chair