

LEISURE WORLD COMMUNITY CORPORATION  
STRATEGIC PLANNING ADVISORY COMMITTEE

Minutes of Regular Meeting

August 6, 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: Phil Marks, M20B.

MANAGEMENT: Nancy Gordon, Trust Assistant.

VISITORS: Marian Altman, Chair, LWCC Board of Directors; Harry Cohen, M27, Jay Harding, M17B; David Frager, M27 and George Lowy, M27.

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 amended:

Under Old Business, delete item c. LW's Planning Model: Refine/Clarify Language.

3. Approval of Minutes – The minutes of the regular meeting July 2, 2009 were approved as written.

4. Chair's Comments –

a. Cathy Gilmour Letter to Mutual Board Members – Ms. Altman was asked if a response to Ms. Gilmour's letter had been made. (Ms. Gilmour's letter stated that it was not she who made derogatory remarks about the Leisure World Community that appeared in the Maier Warner Brand Audit.) Ms. Altman stated that Mr. Flannery had intended to meet with Ms. Gilmour on July 31 but does not know if the meeting took place.

Update on Brand Audit – Ms. Altman stated that a charter for an ad hoc marketing committee will be finalized before the next executive committee. Committee members have not yet been selected.

b. Don Lewis has resigned from the Committee.

5. Old Business –

a. Focus Group Interviews: Review/Finalize Methodology

A document dated July 17, 2009 which had been provided to the Committee prior to today's meeting was discussed. The document concerned processes for conducting focus groups

and stated the purpose of focus groups as follows: to collect input from a cross section of LW residents that identifies the current and future needs and interests they expect the LW Community to meet through the amenities, facilities, services and activities it offers. Six questions to ask of the focus group were developed.

(From Mrs. Ross)

1. In which LW classes, organizations and activities do you currently participate?
2. Are there additional classes, organizations and activities you would like to see added to the current roster?

(From Ms. Hayden and Mrs. Brown.)

3. In your judgment what are the most significant facilities and programs to be maintained and improved?
4. Two-part question: What prevents you from participating in LW governance? In activities? (This question will be rewritten by Ms. Hayden).
5. What would your choice be for sources of additional revenue?
6. What service(s) do you want expanded or added?

(Mrs. Hayden and Mrs. Brown will finalize the questions.)

- Moderators and Assistant Moderators were named.

Lead Moderators: Naomi Gripper, Marty Jacob (as needed) and Phyllis Ross.  
Moderator Assistants: Joyce Brown, Marian Cain-Hayden, and Shirley Henderson.

- The following proposed data elements will be used to identify focus group participants. A list of identifiers will be compiled and emailed to this committee before the next meeting:

Name, address, gender, age range, marital status, how long a resident, preferred method of contact, current employment status, membership in organizations and clubs, volunteer commitments at Leisure World and offices held, Mutual number, when available?)

(Joyce Brown and Marti Jacobs) Mrs. Brown said she “will get this in better shape and email to everyone.”

- A moderator’s guide is being developed and a draft will be emailed to the committee members within a week. (Mrs. Gripper)
- Focus group times and meeting places will be determined at a later date. (Mr. Damsky)

- b. SWOT Assessment - Envisioning Activity #4 was completed. Opportunities for and threats to Leisure World were identified.

Opportunities

Political strength

Marketing

Communications (TV, web) technology

Autonomy/independence (from IDI) -Interdependence (unity of Mutuals through board.)

Organized review of LW structures, operations, by-laws, etc.

Threats

Land use (zoning – inside and outside)

Disinterest of residents and understanding

Lack of education regarding LW operations

Safety/security neighboring LW (alliances)

Economic conditions – overcome - (national and local)

Aging infrastructure/equipment

This information will be emailed to members for prioritizing before the next meeting.

6. New Business –

Establishing Priorities and Reaching the Vision

From the priorities assessment results, long terms goals will be stated and a vision statement will be developed.

7. Summary and Follow-up – At its next meeting conclusions will be made regarding the focus group methodology and SWOT assessments. The committee will share information via email between now and then.
8. Open Forum – The following comments from Jordan Harding were received and noted.
- Mr. Harding likes comments about involving younger people and using TV. We should be able to televise our programs.
  - Governance here is archaic. Need to keep an eye on governance. Previous SPC addressed issue but it was dropped. But I have their documentation on other types of governance.
  - Need to look at role of management and LWCC. Who is running things?
  - Need support of people; get public involved. Need hearings.
  - We have no ethics policy.
  - There are conflicts in governing documents. Conflicts are going to be looked at by the County attorney.
  - Mutual by-laws should allow reversing board of directors' poor decisions. Need paper ballot referendums so people can vote to reverse decisions.
  - Senior management should divulge financial statement disclosures.

- Need public hearings on our budget.
  - Performance team should ride herd on our management and board of directors - In July 2008 management was told they were dragging their feet responding to the downturn in the economy, that it would impact unit sales. It has been over a year and we are still dragging our feet and trying to find money for a marketing plan.
9. Next Meeting – The next meeting is scheduled for Thursday, September 3, 2009, in the Sullivan Room. The time of the meeting has not yet been determined.
10. Adjournment - There being no further business, the meeting adjourned at 12:05 p.m.

Approved

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Naomi Lawhorn-Gripper, Chair