

LEISURE WORLD COMMUNITY CORPORATION  
STRATEGIC PLANNING ADVISORY COMMITTEE

Minutes of Regular Meeting

October 1, 2009

9:00 a.m.

Sullivan Room

MEMBERS PRESENT: Naomi Lawhorn-Gripper, Chair, M16; Joyce Brown, M6C; Phyllis Ross, M6C; Marian A. Altman, M12; Lawrence Damsky, M19B; Robert Bordley, M20A; Phil Marks, M20B; Marian Cain-Hayden, M27; and Marti Jacobs, M27.

MEMBERS EXCUSED: Shirley Henderson, M24.

MANAGEMENT: 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 amended:  
  
Under Old Business, Other considerations/requirements  
Add: Decide dates and times for focus group interviews.
3. Approval of Minutes – The minutes of the meeting of September 3, 2009, were approved as written.
4. Chair’s Comments – Mrs. Gripper asked if the Committee had any comments.
  - Mrs. Ross attended a “Meet the Candidates” meeting at her Mutual. Most attendees wished to talk about the medical center and Med Star. Mrs. Ross stated this is an indication of just how important the subject of healthcare is to strategic planning.
  - Mr. Damsky thanked the members of the committee who participated in a focus group held by Montgomery County Office of Public Information regarding parking lot safety. The Committee critiqued the event for the purpose of gathering ideas for the planning of its own focus groups.
5. Old Business
  - a. Update – Focus Group Interview/Survey plans
    - i. Interview Questions (Marian Cain-Hayden) – Draft No. 3 of interview questions was distributed, discussed and edited. A final

list of questions will be emailed to the committee by Mrs. Cain-Hayden.

- ii. Focus Group Applications - (Joyce Brown) Thirty-one responses to the application in the September 15<sup>th</sup> edition of the Leisure World News were received. Ten applicants will be assigned to a first focus group. A call for additional interested participants will go out to the Community. After more applications are received other focus groups will be formed.

Resident Survey - Mr. Flannery stated that the Med Star Group is considering forming focus groups prior to its medical center survey of the Community. The possibility of including other topics pertinent to strategic planning will be explored.

- iii. Guide for Moderators (Naomi Lawhorn-Gripper) – A draft of the “Ground Rules” for focus group interviews was distributed to the committee. No revisions were suggested. Mrs. Gripper will email the final version to the committee.

- iv. First Focus Group Interviews (Larry Damsky)

The first focus group will meet in October at 4:00 p.m. for 1-1/2 to 2 hours in the Annapolis Room. The date of the meeting will be either October 20, 21, 27 or 28, depending upon the availability of the interviewees. The moderator will be Mrs. Gripper; the scribe will be Mrs. Brown. Mrs. Brown will arrange for refreshments. Name cards will be prepared by the Trust Assistant.

- v. Survey of LWMC Staff (Kevin Flannery) - Mr. Flannery suggested that a cross representation of all departments be included in the survey. Management probably should not be included, nor should employees who are residents.

- vi. Advisory Committee Chairs Focus Group – Advisory Committee Chairs will be invited to participate in a focus group. However, a date for this focus group has not yet been set.

- b. Other Consideration/Requirements -

Dates and Times for Focus Group Interviews - The Committee will be advised when the actual date of the first interview is determined. Additional focus group interviews will be conducted in January or February.

- 6. New Business

- a. Where Are We Going?
  - i. Using the results of the three envisioning exercises previously completed, the Committee was polled to identify those issues that have the most strategic value. Polling will be completed at the November 5 meeting.
  - ii. LW brand audit results – This topic was not addressed because of lack of time.
  
7. Summary and Follow-up
  - Mr. Damsky will reserve the Annapolis Room for the dates listed under Old Business (5 a. iv).
  - Mrs. Brown will email applicants who were not selected for the first focus group to thank them for their applications and to let them know that other focus groups will be formed in the future.
  
8. Open Forum – There were no visitors present.
  
9. Next Meeting - The next meeting is scheduled for Thursday, November 5, 2009, 9:00 a.m. in the Sullivan Room.
  
10. Adjournment – There being no further business, the meeting adjourned at 12:05 p.m.

Approved

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Naomi-Lawhorn-Gripper, Chair