

LEISURE WORLD COMMUNITY CORPORATION  
STRATEGIC PLANNING ADVISORY COMMITTEE

Minutes of Regular Meeting

November 5, 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; Shirley Henderson, M24; Marian Cain-Hayden, M27; and Marti Jacobs, M27.

LW MANAGEMENT

CORPORATION: 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:  
Add to Chair’s Comments. Meeting Schedule  
Add to Old Business: Focus Group Interview

3. Approval of Minutes – The minutes of the meeting of October 1, 2009, were approved as written.

4. Chair’s Comments

Meeting Schedule - The committee meetings will continue to be scheduled for three hours until the envisioning process is complete.

5. Old Business

a. Focus Group Interview – October 20

The following documents regarding the focus group interview were distributed to the committee and discussed:

- Summary Report – prepared by Mrs. Gripper; and
- Lessons Learned – prepared by Mrs. Brown. The committee questioned the rewording of Question 7 because they felt it directed the answer.

Mrs. Gripper and Mrs. Brown responded to all questions and comments about the reports.

b. Future Focus Groups

Mrs. Gripper will write a letter, under her and Ms. Altman’s signature, for publication in Mutual newsletters encouraging residents to submit their applications to participate in the focus groups interviews. The letter will be sent to editors of newsletters and to Mutual presidents. Mrs. Brown reported that 37 applications from residents have been received thus far.

- c. Other Surveys
    - i. Med Star's Survey of LW Residents – The Med Star survey will be limited to medical issues. Questions developed by the Strategic Planning Committee will not be included.
    - ii. Survey of LWMC Staff – Management's 2010 survey of employees will not include questions developed by the Strategic Planning Committee. Instead, the committee will conduct a focus group interview of employees who wish to participate. Focus group questions already developed will be modified for this group.
  - d. Date of Advisory Committee Chairs' Focus Group Interview – A focus group of advisory committee chairs will be conducted in January. Mr. Damsky will check conference room availability. Focus group questions already developed will be modified for this group.
  - e. "Where Are We Going?"
    - i. Assessment Exercises - At last month's meeting, the results of the "Where We Are Now" assessment exercises were discussed. Before continuing and completing the discussion today, the mission statement was reviewed. The chair reminded the committee that in order for an issue to have strategic value, it must be mission related, far reaching and bring about change. Issues considered to be of strategic value and selected as priorities today are listed in the document "Where We Want To Go," dated November 5, 2009.
    - ii. LW Brand Audit Results – Mrs. Ross reported that the strengths, weaknesses, opportunities and threats listed in the Maier Warner Brand Audit match those identified by the Strategic Planning Committee.
6. New Business - None
7. Summary and Follow-up – When finalizing the list developed today, the results of focus group interviews will be considered.
8. Open Forum – There were no visitors present.
9. Next Meeting - The next meeting is scheduled for Thursday, December 3, 2009, 9:00 a.m. in the Sullivan Room.
10. Adjournment – There being no further business, the meeting adjourned at 11:50 a.m.

Approved

Naomi-Lawhorn-Gripper, Chair