

LEISURE WORLD COMMUNITY CORPORATION  
STRATEGIC PLANNING ADVISORY COMMITTEE

Friday, December 18, 2009

9:00 a.m.

Sullivan Room

AGENDA

1. Call to Order
2. Approval of Agenda
3. Approval of Minutes – November 5, 2009
4. Chair's Comments
5. Old Business – “Where Are We Going” – LW Brand Audit Results
6. New Business –
  - a. Baby Boomers (BBers)
  - b. Update: Applications to Participate in Focus Group Interviews
  - c. Specialized Focus Group Questions:
    - i. LWMC Staff
    - ii. Advisory Committee Chairs
7. Summary and Follow-up
8. Open Forum
  - State name and Mutual
  - Opinion on agenda items only
  - Three minute time limit
9. Next Meeting – Thursday, January 7, 2009, 9:00 a.m. - Sullivan Room
10. Adjournment