



STRATEGIC PLANNING AD HOC COMMITTEE MINUTES

Tuesday, September 6, 2016

The meeting of the Strategic Planning Ad Hoc Committee was held on Tuesday, September 6, 2016. The meeting was called to order at 1:00 p.m., by Vice-Chair Rapp, in Conference Room B, followed by the Pledge of Allegiance.

ROLL CALL

	Mr. B. Lukoff	Ms. L. Perrotti
	Mrs. C. Damoci, Ex-Officio	Mr. P. Pratt
Present:	Ms. K. Rapp, Vice-Chair	
Absent:	Ms. L. Stone, Chair	
	Mr. P. Hood	
	Ms. S. Hopewell	
Staff and	Mr. R. Ankeny, Executive Director	
Guests:	Ms. K. Lukina, Recording Secretary	
	Ms. P. Snowden, GRF Representative, Mutual Two	
	Mr. B. Scheuermann, GRF Representative, Mutual Ten	
	Mrs. H. Tran, GRF Representative, Mutual Fifteen	
	Four Shareholders/ members	

As a quorum of the Board is not present, this meeting will be conducted as a committee meeting. The agenda actions of the committee will be limited only to the members of the committee and will only constitute such actions in accordance with stated committee policy and/or provide recommendations to the GRF Board of Directors at its regular Board meeting on the 4th Tuesday of the month. GRF Board members who are not committee members will be allowed to comment when recognized by the Vice-Chair and only during the proscribed Foundation member/shareholder comment period, not to exceed three minutes, as set forth in Policy 5610, Participation by Foundation Members/Shareholders. The minutes of today's Board meeting will be presented to the Board for approval following the approval of the committee meeting minutes in October.

CHAIR'S ANNOUNCEMENTS

The Vice-Chair welcomed Committee members and also recognized the attendees, GRF Board of Directors President Carole Damoci, Executive Director Randy Ankeny, Recording Secretary Katya Lukina, and Mayor of Seal Beach, Sandra Massa-Lavitt.

APPROVAL OF MINUTES

Minutes of August 2, 2016 were approved, as stated, by unanimous consent.

SHAREHOLDER/ MEMBER COMMENTS

One shareholder spoke on the items pertaining to the Committee's area of purview.

OLD BUSINESS**Rebranding**

The Committee discussed the mission and vision statements, prepared and presented by Ms. Perrotti as follows:

Proposed Mission Statement

Our mission is to enhance and preserve the quality of life and sense of community through effective and efficient management of Leisure World Seal Beach, enforcement of rules and covenants to preserve property values, and support initiatives and capital improvements that benefit the greater good of the community.

The mission of Leisure World Seal Beach is to preserve and enhance the property of our community by maintaining the common ground areas, and upholding our policies. The Golden Rain Foundation Board will serve the Shareholders by taking a fair, ethical and objective approach in representing the interest of all shareholders. Leisure World Seal Beach will be maintained as a safe, friendly, and enjoyable place to live for each shareholder.

Leisure World Seal Beach is committed to providing the highest level of community living with a beautiful, well-maintained, safe and neighborly environment for the common benefit, and enjoyment of all shareholders. We will provide ethical and fiscally responsible solutions to promote a strong sense of community, to optimize our property values, and plan for the future.

The mission of Leisure World Seal Beach is to establish programs and procedures for the maintenance and improvement of LWSB facilities and recreation areas to:

- Maintain aesthetically pleasing buildings, structures and landscaping;
- Promote a vibrant and healthy active adult community;
- Increase resident satisfaction with association facilities and recreation space;
- Promote resident participation in community activities and organizations;
- Maintain sound fiscal management to protect and preserve GRF assets.

Proposed Vision Statement

We envision a community that offers an inspiring lifestyle and quality of life and is a desirable place in which to live and enjoy the benefits of family and community.

Leisure World Seal Beach is a place we are all proud to call home – a true community of friendly, caring and respectful neighbors to cooperate with each other to affirm and grow the value of both our property and our friendships.

The vision of Leisure World Seal Beach is PRIDE:

Provide an enriched community with a sense of pride;

Respect and preserve the collective rights and interests of shareholders;

Invest in the community in order to protect property values;

Develop active shareholder involvement to cultivate a strong sense of community;

Expect all shareholders to meet their individual responsibilities and abide by the governing documents.

Mr. Pratt also presented to the Committee the results of his research on other 55+ communities branding mission statements, and the proposed LW branding statement – “Leisure World Seal Beach, CA – a gated, independent living community, for active adults over 55”, in place of the current “Leisure World Seal Beach is a gated 55+ community in beautiful Orange County, CA”.

The Committee agreed on the concept of the mission and vision statements to be short and clear that would also reflect the future of the community, and represent it as an independent, active, and desirable place to live in.

The Vice-Chair also suggested adding a video to the LWSB website explaining the community's facilities along with the properties management, policies and regulations. After a brief discussion, it was the consensus of the Committee to review and narrow down the presented mission and vision statements at the next Strategic Planning Ad Hoc Committee meeting.

NEW BUSINESS

Clubhouse Two Multiuse and Picnic Area

The Committee reviewed the handouts showing the potential additional storage at the Clubhouse Two, a possible multi-use of the outdoor area by the Clubhouse Two, proposed enlarged Clubhouse One parking lot, and the movement of proposed Golf Starter House.

The Committee members discussed the Clubhouse One parking lot possible modifications from the diagonal to 90 degree parking spaces to achieve the highest car capacity while considering utilizing other areas, such as mini farms grass area, and the previous sculpture garden area.

After a brief discussion, the Committee members agreed not to make any decisions on this subject without the presence of the full Committee.

POLICIES

There were no policies to review at the time of the meeting.

STAFF REPORTS

There were no staff reports made at the time of the meeting.

PRESIDENT'S COMMENTS

There were no comments made by the President at the time of the meeting

SHAREHOLDER/ MEMBER COMMENTS

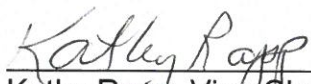
Five shareholders/ members spoke on the items pertaining to the Committee's area of purview.

After a brief discussion, Mr. Lukoff MOTIONED, seconded by Mr. Pratt, and unanimously carried by the Committee members present -

TO adjourn the meeting at 2:13 p.m., and not to discuss the items under the New Business.

ADJOURNMENT

The Vice-Chair adjourned the meeting at 2:13 p.m.



Kathy Rapp, Vice-Chair
Strategic Planning Ad Hoc Committee
kl 09.06.16

**RECAP OF MOTIONS AND ACTIONS TAKEN AT THE STRATEGIC PLANNING
AD HOC COMMITTEE MEETING ON August 2, 2016**

ACTIONS

- Minutes from August 2, 2016 meeting were approved, as presented;
- After a brief discussion, it was the consensus of the Committee to narrow down the presented mission and vision statement options at the next Strategic Planning Ad Hoc Committee meeting.

MOTIONS

- **TO** adjourn the meeting at 2:13 p.m., and not to discuss the items under the New Business.