



*The Golden Rain Foundation provides an enhanced quality of life
for our active adult community of Seal Beach Leisure World*

SPECIAL STRATEGIC PLANNING COMMITTEE

Agenda

Conference Room A
Thursday, November 10, 2022
1:00 p.m.

To view the live Strategic Planning Ad Hoc Committee meeting:

- Go to www.lwsb.com
- The tab will be active at 12:45 pm on the day of the meeting
- The live streaming uses YouTube Live and terminates at the close of the meeting

- 1. Call to Order/Pledge of Allegiance**
- 2. Roll Call/Notice of Quorum**
- 3. Chairs Announcements**
 - Introduction of Guests and Staff
 - Marsha Gerber, GRF President
 - Jessica Sedgwick, Executive Director
 - Mallorie Hall, Director of Finance
 - Mark Weaver, Facilities Director
 - Emma Hurtado, Administrative Coordinator
 - Rules of Order
 - Chair's Comments
- 4. Shareholder/Member Comments** (*Limited to 3 minutes per person*)
- 5. Approval of Minutes (pp. 1-2)**
 - Minutes of Regular Meeting, October 19, 2022
- 6. Correspondence- (N/A)**
- 7. Staff Reports- (N/A)**
- 8. Subcommittees- (N/A)**
- 9. Unfinished Business**
 - Future Revenue List – Revised (pp. 3-5)
 - Future Projects List – Revised (7-8)
- 10. New Business**
- 11. Governing Documents (pp. 9-10)**
 - 30-5167-3 (Strategic Planning Committee Charter)

12. Future Agenda Items N/A

13. Next Meeting

January 18, 2022 at 1:00 p.m. in Conference Room B/Via Zoom

14. Adjournment



STRATEGIC PLANNING COMMITTEE MINUTES

October 19, 2022

The regular meeting of the Strategic Planning Committee was called to order at 10:01 a.m. by Chair Melody on Wednesday, October 19, 2022, in Conference Room A and via Zoom, followed by the Pledge of Allegiance.

Present: Lee Melody – Chair Nick Massetti
 Susan Hopewell William Thompson

Absent: Leah Perrotti

Staff and Jessica Sedgwick, Executive Director
Guests: Mark Weaver, Facilities Director
 Mallorie Hall, Finance Director
 Jenna Dever, Executive Assistant
 Emma. Hurtado, Administrative Coordinator
 Camille Thompson, GRF Representative, Mutual Eight
 One Shareholders/Members

CHAIR'S ANNOUNCEMENTS

Chair Melody introduced guests and staff—Executive Director Jessica Sedgwick, Facilities Director Mark Weaver, Finance Director Mallorie Hall, Executive Assistant Jenna Dever, and Administrative Coordinator Emma Hurtado.

SHAREHOLDER/MEMBER COMMENTS

Two Shareholders/Members commented at the time of the meeting.

APPROVAL OF MINUTES

The minutes of the July 19, 2022 meeting was approved as amended.

CORRESPONDENCE

There was no correspondence to review at the time of the meeting.

STAFF REPORTS

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

UNFINISHED BUSINESS

Future Projects List – Revised

The Committee reviewed the Future Projects List and agreed to further discuss items on the list in the next scheduled meeting.

Future Revenue List – Revised

The Committee reviewed the Future Revenue List and agreed to further discuss items on the list in the next scheduled meeting.

NEW BUSINESS:

GOVERNING DOCUMENTS

30-5167-3 (Strategic Planning Committee Charter)

The Committee agreed to review and amend the Committee Charter in the next scheduled meeting.

The Committee agreed to schedule a meeting in November.

FUTURE AGENDA ITEMS:

- Future Projects List – Revised
- Future Revenue List – Revised
- Committee Charter – Review

PRESIDENT’S COMMENTS N/A

ADJOURNMENT

Chair Melody adjourned the meeting at 11:57 a.m.

Approved Date

Approval Signature

Printed Name

Future Revenue List-Priority Level

	Future Revenue List- 10/19/22	Category	Possible Committee Assignment	Priority Level	Funding Source	Project Timeline
1	Selling Naming rights for Buildings, Rooms, and Amenities		Communications			
2	<p>Enhance online LW Weekly, marquee, and alternative publications for more advertising:</p> <ul style="list-style-type: none"> ●Review venues to provide paid advertisement for contractors in a contracting book (separate from advertisement on newspaper) ●Wall behind Amphitheater bus stop as advertising venue; maybe, digital sign? ●Clickable advertising banners on Leisure World Live ●Offer additional advertising media, e.g. expanded walking trail brochure to "active senior living guide" soliciting advertising from recreation vendors 		Communications			

Future Revenue List-Priority Level

	Future Revenue List- 10/19/22	Category	Possible Committee Assignment	Priority Level	Funding Source	Project Timeline
3	<p>Sponsorship for recreation events:</p> <ul style="list-style-type: none"> ●Synergistic advertising event partnerships, e.g. bank that is donor to Long Beach Symphony sponsoring symphony's chamber group for on-campus concert ●Sponsorship for smaller REC events, e.g. seasons sponsor for popcorn at REC Sunday movies ●Year-to-year naming sponsorship for bus benches 		Communications			
4	Establish fee for contractors to be vetted		PP			
5	<p>Potential retail space availability:</p> <ul style="list-style-type: none"> ●Salon/Spa in LW ●Café/Restaurant & Bar ●Liquor License ●Renting space to pop up businesses for: vendor fairs (e.g. medical plans, retirement planners, & vacation opportunities); classes on investment planning, engaging with social services, budget planning with associated advertising opportunities ●Additional vending machines ●LW branded items 		Ad Hoc			

Future Revenue List-Priority Level

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Future Projects List-Priority Level

	Future Projects List- 10/19/22	Category	Possible Committee Assignment	Priority Level	Funding Source	Project Timeline
1	Revise Trust Agreement (before 2044)	Admin/Govern	BOD			Create Ad Hoc committee next year.
2	Review RV Lot for alternative use: -Residential Housing(M18) -Short-term rental -Long-term use		BOD			
3	Energy Independence	Energy/Environment	Ad Hoc		Capital	BOD to create Ad Hoc
4	Emergency Preparedness for all Trust Bldgs.	Energy/Environment	Ad Hoc		Capital	BOD to create Ad Hoc
5	CH6 Patio Expansion		REC			
6	Rebuild Amphitheater- Performing Arts Center	Building Expansion	REC/PPC		Capital & Reserve	*upwards of 20 million- needs to be made a project.* Consideration needed for next year's reserve study
7	Main Gate renovation		PPC		Reserve	consideration needed for next year's reserve study
8	Clubhouse One remodel in 2023	Building Expansion	REC/PPC		C & R	Renovation/remodel determined per reserve study funds

Future Projects List-Priority Level

	Future Projects List- 10/19/22	Category	Possible Committee Assignment	Priority Level	Funding Source	Project Timeline
9	Clubhouse Two renovation to be completed in 2023	Building Expansion	REC/PPC			
10	Clubhouse Three refurbishment in 2024	Building Expansion	REC/PPC			Renovation/remodel determined per reserve study funds
11	Clubhouse Four renovation in 2025	Building Expansion	REC/PPC			Renovation/remodel determined per reserve study funds
12	Re-fencing the channel on Golden Rain with a rail or other secure fencing					

**Committee Charter**

Pursuant to state statute (**Corp. Code §7210; Corp. Code §7212(c)**) and Article VIII of the Bylaws of the Golden Rain Foundation (GRF), the Board of Directors (BOD) hereby establishes the Strategic Planning Committee and grants to the Committee authority specifically stated within the GRF governing documents.

In accordance with Article VII, Section I, of the Bylaws, the committee chair and members shall be appointed by the GRF President and approved by action of the BOD.

1. GOALS:

1.1. Protect, preserve and improve Trust Property.

1.2. Plan, Budget and Prioritize for medium- and long-term community projects (3 to 10 years).

1.3. Assess and adjust the organization's direction in response to a changing environment and community demographics.

2. PURPOSE:

To study and provide recommendations to the Board to support establishing and setting priorities for the preservation and improvement of Trust Property.

2.1. Focus direction and financial resources by estimating for future projects.

2.2. Strengthen operations through unified common goals.

2.3. Establish agreement around intended outcomes/results.

3. DUTIES:

3.1. This Standing Committee may operate as a separate entity but has a duty to work cooperatively with other standing committees when projects and responsibilities overlap.

3.2. Publish an agenda four (4) days in advance of Committee meeting.

3.3. The Committee Chair shall, with the approval of the Committee, appoint a Vice Chair.

3.4. Meet quarterly or whenever such meetings are deemed necessary.

3.5. Furnish a report at the GRF annual meeting.

4. LIMITATIONS:

It is to be recognized that the function of the Committee is to act in an advisory and



Committee Charter

37 consulting capacity.
38 Regulatory or supervisory activities affecting employed personnel are functions of
39 Management and not to be encroached upon by any Committee Chairperson or member,
40 either individually or collectively.

41 The Committee does not have the authority to enter into written contracts or oral
42 agreements with any third parties on behalf of the GRF BOD. Authority to authorize
43 contracts and/or expenses rests solely with the BOD.
44

Document History

Adopted: 26 Jul 16	Amended: 23 Jul 19	Amended: 22 Oct 19
Amended: 30 Apr 21	Amended: 25 Jan 22	Amended: 17 Jun 22

Keywords: Strategic Planning Charter

45