

STRATEGIC PLANNING COMMITTEE

Committee Meeting Agenda

Wednesday, January 18, 2023 - 1:00 P.M.

Conference Room B/Zoom

This meeting may also be live streamed at www.lwsb.com.

The tab will be active 15 minutes prior to the start 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

Lee Melody - Chair
Susan Hopewell
Nick Massetti

Leah Perrotti
William Thompson

3. Chair Announcements

- a. Introduction of Guests and Staff
 - Marsha Gerber, GRF President
 - Jessica Sedgwick, Executive Director
 - Mallorie Hall,
 - Emma Hurtado, Administrative Coordinator
- b. Rules of Order
- c. Chair's Comments

4. Member Comments *(Limited to 3 minutes per person)*

5. Approval of Minutes (pp. 1-3)

- a. Minutes of November 10, 2022

6. Correspondence – N/A

7. Staff Reports – N/A

8. Unfinished Business

- a. Future Revenue List (pp. 5-7)
- b. Future Projects List (pp. 9-10)

9. New Business

- a. Salon Location (pp. 11)

10. Governing Documents

- a. **Policy 30-5167-3 Strategic Planning Committee Charter (pp. 13-16)**
Proposed Resolution: That the Committee approve the agreed upon changes to Policy 30-5167-3 Strategic Planning Committee Charter.

11.Future Agenda Items – N/A

12.President's Comments

13.Next Meeting Date

- Wednesday, April 19, 2023, at 1:00 p.m. – Conference Room B/Zoom

14.Adjournment

Please be courteous and respectful to other members, Board of Directors and representatives from Management at all times. We ask that you do not raise hands or interrupt the Committee or anyone else who may be speaking. **A member not adhering to these protocols and/or who becomes unruly may be asked to leave the meeting. Failure to comply will result in a special hearing with the Board where disciplinary action may be taken.**



STRATEGIC PLANNING COMMITTEE MINUTES

November 10, 2022

The regular meeting of the Strategic Planning Committee was called to order at 1:01 p.m. by Chair Melody on Thursday, November 10, 2022, in Conference Room A and via Zoom, followed by the Pledge of Allegiance.

Present: Lee Melody – Chair William Thompson
Nick Massetti

Absent: Leah Perrotti
Susan Hopewell

Staff and Marsha Gerber, GRF President left 2:18 p.m.
Guests: Jessica Sedgwick, Executive Director via zoom left 2:27 p.m.
Mallorie Hall, Finance Director via zoom
Emma Hurtado, Administrative Coordinator
Carol Levine, GRF Representative, Mutual Ten

CHAIR'S ANNOUNCEMENTS

Chair Melody introduced guests and staff— GRF President Marsha Gerber, Executive Director Jessica Sedgwick, Finance Director Mallorie Hall, and Administrative Coordinator Emma Hurtado.

SHAREHOLDER/MEMBER COMMENTS

No Shareholders/Members commented at the time of the meeting.

APPROVAL OF MINUTES

The minutes of the October 19, 2022 meeting was approved as presented.

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 Revenue List – Revised**

The Committee reviewed the Future Revenue List and deliberated on items to send to the Board.

The Committee agreed to request the Board authorize investigation of applying for a liquor license and its cost.

Future Project List – Revised

The Committee reviewed the Future Project List and deliberated on items to send to the Board.

The Committee agreed to send items two and three in the Future Revenue List, attached to the agenda packet, to the Administration Committee.

Nick Massetti MOTIONED, seconded by William Thompson, and carried unanimously by the Committee members present –

TO approve and send updated lists (Future Revenue and Future Projects lists) to the Board for approval and Committee assignment.

NEW BUSINESS N/A**GOVERNING DOCUMENTS****30-5167-3 (Strategic Planning Committee Charter)**

The Committee reviewed the Strategic Planning Committee Charter, Policy 30-5167-3, and agreed to bring further changes to the next scheduled committee meeting.

FUTURE AGENDA ITEMS:

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

PRESIDENT'S COMMENTS N/A

The President commented on various items on the agenda.

ADJOURNMENT

Chair Melody adjourned the meeting at 3:11 p.m.

Approved Date

Approval Signature

Printed Name

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Future Vision List-Priority Level

	Future Revenue List- 11/10/22	Category	Possible Committee Assignment	Priority Level	Funding Source	Project Timeline
1	Selling Naming rights for Buildings, Rooms, and Amenities		Communications			Sent to BOD
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			Sent to BOD

Future Revenue List-Priority Level

	Future Revenue List- 11/10/22	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 sponsorships for bus benches 		Communications			Sent to BOD
4	Establish fee for contractors to be vetted		PP			Sent to BOD
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			Sent to BOD

Future Revenue List-Priority Level

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Future Projects List-Priority Level

	Future Projects List- 11/10/22	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	Energy Independence	Energy/Environment	Ad Hoc		Capital	BOD to create Ad Hoc
3	Emergency Preparedness for all Trust Bldgs.	Energy/Environment	Ad Hoc		Capital	BOD to create Ad Hoc
4	CH6 Patio Expansion		REC			
5	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
6	Main Gate renovation		PPC		Reserve	consideration needed for next year's reserve study
7	Clubhouse One remodel in 2023	Building Expansion	REC/PPC		C & R	Renovation/remodel determined per reserve study funds
8	Clubhouse Two renovation to be completed in 2023	Building Expansion	REC/PPC			
9	Clubhouse Three refurbishment in 2024	Building Expansion	REC/PPC			Renovation/remodel determined per reserve study funds

Future Projects List-Priority Level

	Future Projects List- 11/10/22	Category	Possible Committee Assignment	Priority Level	Funding Source	Project Timeline
10	Clubhouse Four renovation in 2025	Building Expansion	REC/PPC			Renovation/remodel determined per reserve study funds
11	Re-fencing the channel on Golden Rain with a rail or other secure fencing					
12	Move Physical Properties to Maintenance; Move Conference Rooms to 2nd floor of building 5 where maintenance was and lease first floor to shops and stores					

Potential Hair/Nail Spa Locations



Potential Hair/Nail Spa Locations

Average hair salon size is 1500 sq ft. Average nail salon is 1300 sq ft.

Club House 2 Former Wood Shop

1,044 sq ft

Less Proximate parking – difficult to dedicate to spa

Distance from sewage exit from community

Fixed configuration.

Power, water, sewer location not as flexible and likely require cement saw

Club House liability due to proximity. Fire, water, sewer.

GRF could do and absorb remodel

Former STI Office

1,222 sq ft

Proximate parking – could dedicate to spa

Proximity to sewage exit from community

Green Field – Bare land.

Power, water, sewer location flexible

No Club House liability due to proximity

GRF could be independent of remodel

Proximity to North Gate may facilitate visitor access

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**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

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~~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.~~

1. PURPOSE:

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

~~2.1.1.1. Focus direction and financial resources by estimating for future projects. Assesses the Foundation's positioning within a changing environment and evolving community demographics.~~

~~2.2.1.2. Strengthen operations through unified common goals. Evaluate the priorities of future needs and develop data to inform Board decision making.~~

~~1.3. Establish agreement around intended outcomes/results. Identify and propose solutions to structural impediments preventing the Foundation from implementing its Vision and Mission Statements and their related strategic initiatives.~~

~~1.4. Serve as a resource for the Board of Directors in identifying and initiating revenue-generating and community improvement projects.~~

~~2.3.1.5. Periodically evaluate and report progress toward identified strategic goals to the Board of Directors.~~

3.2. 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.~~

**Committee Charter**

- ~~3.2.2.1. Publish an agenda four (4) days in advance of Committee meeting. Meet monthly or whenever such meetings are deemed necessary;~~
- ~~3.3.2.2. The Committee Chair shall, with the approval of the Committee, appoint a Vice Chair. Publish an agenda four (4) days in advance of the Committee meeting;~~
- ~~3.4.2.3. Meet quarterly or whenever such meetings are deemed necessary. The Committee Chair shall, with the approval of the Committee, appoint a Vice Chair;~~
- ~~2.4. Furnish a report at the GRF annual meeting.~~
- ~~2.5. Identify trends relevant to maintaining the best use of Trust Property for the benefit of the Members.~~
- ~~2.6. Identify and prioritize major new developments of the Property, Programs, Services and Competencies needed to preserve and improve Trust property and its utility by the Members.~~
- ~~2.7. Focus on developments to be implemented between three and ten years in the future.~~
- ~~3.5.2.8. Research alternative services of revenue and alternative expense models for Board consideration.~~

4.3. LIMITATIONS:

- 3.1** It is to be recognized that the function of the Committee is to act in an advisory and consulting capacity.
- 3.2** Regulatory or supervisory activities affecting employed personnel are functions of Management and not to be encroached upon by any Committee Chairperson or member, either individually or collectively.
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