

STRATEGIC PLANNING COMMITTEE

Committee Meeting Agenda

Monday, April 24, 2023 - 1:00 P.M.

Conference Room A/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

Leah Perrotti

Susan Hopewell

William Thompson

Nick Massetti

3. Chair Announcements

a. Introduction of Guests and Staff

- Marsha Gerber, GRF President
- Jessica Sedgwick, Executive Director
- Mallorie Hall,
- Tia Makakaufaki, Executive Coordinator

b. Rules of Order

c. Chair's Comments

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

5. Approval of Minutes - pp. 1-4

a. Minutes of January 18, 2023

6. Correspondence – N/A

7. Staff Reports – N/A

8. Unfinished Business

a. Future Revenue List – pp.5-8

b. Future Projects List – pp.9-10

c. Salon Location – pp.11-12

9. New Business

a. Review Member Survey

10. Governing Documents – N/A

11. Future Agenda Items – N/A

12. President's Comments

13. Next Meeting Date - TBD

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

January 18, 2023

The regular meeting of the Strategic Planning Committee was called to order at 1:00 p.m. by Chair Melody on Wednesday, November 18, 2022, in Conference Room B and via Zoom, followed by the Pledge of Allegiance.

Present: Lee Melody – Chair Leah Perrotti left at 2:04 p.m.
Susan Hopewell William Thompson via Zoom left at 1:36 p.m.
Nick Massetti

Absent:

Staff and Marsha Gerber, GRF President
Guests: Jessica Sedgwick, Executive Director arrived 1:03 p.m.
Mallorie Hall, Finance Director arrived 1:03 p.m.
Acacia Young, Learning and Development Manager
Emma Hurtado, Assistant to Executive Director
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 Assistant to the Executive Director Emma Hurtado.

SHAREHOLDER/MEMBER COMMENTS

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

APPROVAL OF MINUTES

The minutes of the November 10, 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.

Future Project List – Revised

The Committee reviewed the Future Project List and agreed to assign priority levels to items.

Motion: To have the Strategic Planning Committee spearhead the renovation of Leisure World Spaces for current and future utilization.

First: Leah Perrotti

Second: Lee Melody

The motion was carried unanimously.

The Committee agreed to schedule a work study with the Recreation Department to discuss utilization of clubhouse rooms.

NEW BUSINESS**Salon Location**

The Committee agreed to put Salon Location on hold.

GOVERNING DOCUMENTS**30-5167-3 (Strategic Planning Committee Charter)**

Motion: To adopt the changes presented and send it to the Board.

First: Nick Massetti

Second: Susan Hopewell

The motion was carried unanimously.

FUTURE AGENDA ITEMS:

- Future Projects List – Revised
- Future Revenue List – Revised

- Salon Location (on Hold)

PRESIDENT'S COMMENTS

The President commented on various items on the agenda.

ADJOURNMENT

Chair Melody adjourned the meeting at 2:23 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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