



OPEN MEETING

**REGULAR MEETING OF THE GOLDEN RAIN FOUNDATION
STRATEGIC PLANNING COMMITTEE**

AGENDA AND NOTICE

**Monday, March 7, 2022 – 9:30 a.m.
BOARD ROOM/VIRTUAL MEETING
Laguna Woods Village Community Center 24351 El Toro Road**

1. Call to Order
2. Approval of the Agenda
3. Approval of the Minutes
 - a. GRF Strategic Planning Committee Meeting – June 28, 2021
 - b. GRF Strategic Planning Committee Meeting – January 10, 2022
4. Chair's Remarks
5. Old Business
 - a. Committee Member Ideas With Research
 - b. Questions for Community Survey/Focus Groups
6. New Business
 - a. CEO Report on VMS Strategic Planning
7. Future Agenda Items
8. Next Meeting – May 2, 2022, at 9:30 a.m.
9. Committee Member Comments
10. Adjournment

*A quorum of the GRF Board or more may also be present at the meeting.

THIS PAGE INTENTIONALLY LEFT BLANK



OPEN MEETING

**MINUTES OF THE REGULAR MEETING OF THE GOLDEN RAIN FOUNDATION
STRATEGIC PLANNING COMMITTEE**

AGENDA AND NOTICE

Wednesday, June 28, 2021 – 11:30 a.m.

VIRTUAL MEETING

Laguna Woods Village Community Center 24351 El Toro Road

Director Present: Jon Pearlstone, Gan Mukhapadhyay, Sue Margolis, Andre Torng, Cush Bhada, Robert Mutchnick, Dick Rader (advisor)

Directors Absent: James Hopkins, Steve Parsons, Brian Gilmore

Staff Present: Jeff Parker-CEO, Siobhan Foster-COO, Cheryl Silva and Grant Schultz

Others Present: **VMS:** Juanita Skillman, Stefanie Brown, Diane Phelps
United: Carl Randazzo, Elsie Addington,
GRF: Bunny Carpenter, Debbie Dotson, Sue Stephens, Egon Garthoffner

1. Call to Order—Director Pearlstone, Chair
Chair Pearlstone called the meeting to order at 11:31 a.m. and established that a quorum was present.
2. Approval of the Agenda
Director Mutchnick made a motion to approve the agenda. Director Bhada seconded the motion and the motion passed without objection.
3. Approval of the Minutes of March 17, 2021
Director Bhada made a motion to approve the minutes of March 17, 2021. Director Torng seconded the motion and the motion passed without objection.
4. Chair's Remarks
Chair Pearlstone commented about the expectations, purpose of the committee and future strategy to move forward. Facilities has been made a high priority to the committee.
5. Board Member Comments (items not on the agenda)
 - Director Bhada commented that the current technology is not working.
 - Director Torng commented about cost reduction and revenue generating two prong approach.

- Director Stephens commented about “DwellingLive” and problems with the Resident Portal.

Jon Pearlstone answered questions from the committee.

Consent:

None.

Discussion & Reports:

6. Customer Experience Pilot Program

The committee discussed the details of VMS’s proposed pilot program and requested a cost analysis before determining if the program should be implemented. Staff indicated the cost analysis should be provided to committee members within two weeks.

7. Facilities -- Concepts

Chair Pearlstone commented that the committee has two sub-committees, Facilities and Customer Experience. The committee agreed that the current Clubhouse (1) Renovation Ad Hoc Committee should evolve into a facilities committee that considers various options for future development and maintenance of facilities in total verses one facility or clubhouse at a time. Director Garthoffner indicated he would begin this approach at his next Clubhouse (1) Renovation Ad Hoc Committee meeting, which is tentatively scheduled for July 9, 2021 or as soon as feasible thereafter.

Siobhan Foster-COO showed a presentation on Facilities & Customer Experience Subcommittees.

- Customer Service Experience – Pilot Program
Subcommittee Direction: Objective, Plan & Ultimate Solution
Pilot Program
Anticipated Savings
Look Ahead – Transition to On-line Systems
- Facilities – Clubhouses
Facilities Committee rather than CH1 committee
- Facilities – Staff Concepts
Garden Center 1
RV Lot A
Lot Behind Community Center
Golf Course Expansion

Jeff Parker-CEO and Siobhan Foster-COO answered questions from the committee.

Items for Future Agendas: None

Concluding Business:

8. Committee Member Comments

- Director Carpenter commented about a complete analysis of revenues vs. the loss based on discounts, plus a survey on stakeholder support before implementing a pilot program.
- Director Torng commented about following the complete implementation methodology.
- Director Torng commented that the Information Committee will work on the technology changes needs to make the new platforms work.
- Director Torng commented on providing a quick user guide and complete user guide depending on the level of questions.
- Director Mutchnick commented he has been using “DwellingLive” for two years without any problems.
- Director Torng commented about the need for a train-the-trainer program for both staff and residents. Training for the IT staff on the software implementation methodology.
- Director Carpenter commented it is not always about technology when it comes to reservations for paddleball sports. This group is highly against any reservation system.
- Director Torng commented to make the reservation successful we need to improve the process and understanding of what is involved.
- Director Carpenter commented the “Kourt” system is great, but asked how we can agree to go forward with a pilot program for reservations if the stake holders do not want a reservation system.
- Director Torng commented about facilities and asked about KPI’s.
- Director Mukhopadhyay asked which group will take the lead role for the Clubhouse 1 Renovation Committee.
- Director Mutchnick asked what does “affordable housing” actually mean compared to some of the housing we currently have, is it considered affordable.
- Director Torng asked if a new clubhouse was being considered.
- Director Margolis asked about the stench from the water treatment plant near the RV lot.
- Director Stephens asked if more considerations should be given to the Amazon lease off. It would be Amazon’s responsibility to work out the zoning issue with the City of Laguna Woods.
- Director Stephens recommended golf fees be raised to help with the golf maintenance costs. Only a small percentage of the Village residents play golf. Amenities should be self-sufficient from the fees collected based on their operating expenses.
- Director Mukhopadhyay commented about the Clubhouse 1 Renovation Ad Hoc Committee.
- Director Skillman commented on the work already done by the Clubhouse 1 Ad Hoc.
- Director Bhada commented on his concerns with new and current technology.

GRF Strategic Planning Committee

June 28, 2021

Page 2 of 2

9. Adjournment

There being no further business the meeting was adjourned at 1:05 p.m.

DocuSigned by:

Jon Pearlstone

466CA99E025D419...

Jon Pearlstone, Chair
GRF Strategic Planning Committee



OPEN MEETING

**MINUTES OF THE REGULAR MEETING OF THE GOLDEN RAIN FOUNDATION
STRATEGIC PLANNING COMMITTEE**

**Monday, January 10, 2022 – 1:30 p.m.
VIRTUAL MEETING**

Laguna Woods Village Community Center 24351 El Toro Road

Director Present: Debbie Dotson, Anthony Liberatore, Cash Achrekar, Bunny Carpenter, Ira Lewis, James Hopkins, Gan Mukhopadhyay and Robert Mutchnick

Directors Absent: None

Staff Present: Jeff Parker, Siobhan Foster, Grant Schultz and Michelle Estrada

Others Present: Richard Rader and Gay Page (Advisors)

1. Call to Order—Director Dotson, Chair

Chair Dotson called the meeting to order at 1:30 p.m. and established that a quorum was present.

2. Approval of the Agenda

Director Hopkins made a motion to approve the agenda. Director Mutchnick seconded the motion and the motion passed without objection.

3. Approval of the Minutes of June 28, 2021

Director Achrekar made a motion to approve the minutes of June 28, 2021. Director Hopkins seconded the motion. Chair Dotson stated that since a majority of the members were not present at the meeting and wish to abstain, that the committee would hold off on the approval of the June 28, 2021 meeting minutes.

4. Chair's Remarks

Chair Dotson commented that GRF is a not for profit organization so a strategic plan is limited as to what should be changed. She encouraged the committee to research the history of the community challenges at the history center and read the 25th anniversary book that is available online. The committee will review the needs versus the wants of the community and resident cost sharing. Adults in Orange County reaching retirement are facing new economic challenges. The committee will provide input on the data/results of a third-party survey which is to take place in the community.

5. Committee Member Introduction – 2 minutes per member

Each member gave a short introduction along with their vision as a committee member for the community.

6. Review Resolution 90-21-03 and update to reflect current mission/goals

Discussion ensued among the members.

Director Carpenter arrived at 2:10 p.m.

Director Carpenter left the meeting at 2:13 p.m.

Director Lewis made a motion to approve the resolution with the red line items, end item 2 with a period and amendment of item 13. The motion was seconded by Director Liberatore.

Director Lewis called the motion to a vote and the motion passed by a vote of 4-2-0. Director Mutchnick and Director Hopkins abstained from voting. Director Mukhopadhyay

7. Old Business

a. CEO/COO Summary of SPC Prior Work

The prior committee focused on topics from property discussion, revenue and priority of the membership. There was a 5-year plan of rearranging Resident Services in making the area more advanced in online access. A mission statement and 5-year vision statement were put together in 2019. The committee can create a balance for different age groups as far as technology in the community.

8. Items for Future Agendas

a. Committee Member Ideas with Research

b. Next Open Meeting March 7, 2022, at 9:30 a.m.

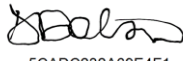
9. Concluding Business – None

10. Committee Member Comments

- Director Liberatore commented that we should discuss critical points in order to be successful.
- Director Achrekar commented on profit and non-profit use for the community.
- CEO Jeff Parker responded to the comment regarding the profit and non-profit revenue as well as taxes.
- Director Rader commented on non-profit organizations making profit can reinvest into the organization. The committee can consider a university graduate program in business or marketing where we can get assistance in expanding ideas and research the viability of the committee's ideas.
- Director Hopkins commented on taxes in California used as unrelated income.
- Chair Dotson would like to have a non-action item meeting in February with the committee to list thoughts and ideas for the meeting in March.

11. Adjournment

There being no further business the meeting was adjourned at 2:59 p.m.

DocuSigned by:


5C4D6232A69E4F1...

Debbie Dotson, Chair
GRF Strategic Planning Committee

THIS PAGE INTENTIONALLY LEFT BLANK