



SPECIAL MEETING
MINUTES OF THE STRATEGIC PLANNING
OF THE THIRD BOARD OF DIRECTORS, THIRD LAGUNA HILLS MUTUAL,
A CALIFORNIA NON-PROFIT MUTUAL BENEFIT CORPORATION

February 23, 2018
9:00 a.m. • Willow Room

Members Present: Rosemarie diLorenzo, Bill Walsh, James Tung, Burt Baum, Steve Parsons (entered the meeting at 9:08 a.m.), Bunny Carpenter (entered the meeting at 9:10 a.m.), Roy Bruninghaus, Susan Caine, John Frankel, Bert Moldow and Jules Zalon

Members Absent: None

Staff Present: Brad Hudson and Leslie Cameron

1. Welcome/Call Meeting to Order

President diLorenzo called the meeting to order at 9:00 a.m.

2. Establish Quorum

President diLorenzo announced a quorum is present for the meeting.

3. Approval of the Agenda

By consensus the Board approved the agenda as presented.

4. Strategic Planning:

Landscape – The items listed below represent issues/suggestions that will be prioritized by the Landscape Committee and discussed with Bruce Hartley, General Services Director. CEO Hudson will make available to the Board an evaluation of landscaping standards. Overall, there is a need for a Continuous Improvement Plan (CIP) which will focus on the modernization and beautification of our landscaping and slopes by the use of newer drought and fire resistant plant species, the introduction of various water reduction programs and the use of improved processes and equipment.

Trees/Hedges:

- Use Arbor Pro to identify trees requiring proper trimming to reduce fire hazards.

- Need clear policy to identify trees that have to be removed and that establishes a process for treatment of trees and landscaping after tree is removed.
- Need annual tree and hedge rimming around blocked street and walkway lights.
- Continue policy of not topping trees and prevent resident from doing so.
- Replace old, unattractive hedges with modern, appealing plantings.

Slopes

- Overall problem of poor landscaping.
- Need newer, lower growing, fire resistant and appealing plant species.
- Make slopes more flood resistant and prevent mud flow.
- Eliminate fuel sources.

Water/Drought

- Ongoing need to reduce water usage.
- Determine if soil sensor will promote proper irrigation using less water.
- Investigate other equipment and processes.
- Promote/expand turf removal/reduction program. Introduce drought resistant plants and turf.
- Put in attractive, drought resistant landscaping and plants at Gates and Clubhouses as a way to promote them to residents.
- Pursue goal of making Community 10-15% California Scape in five years.

Education/Communication

- Change perception of landscaping (both of appearance and of staff) by residents.
- Communicate successes and future plans.
- Communicate necessity and safety of pesticide program – listen to complaints and change if necessary.
- Educate resident about watering of plants.
- Improve staff performance in the field and responsiveness to resident requests and complaints.

Director diLorenzo suggested modeling the landscaping at the Clubhouses for the community to see what the modernization program will look like.

Communications – The items listed below represent issues/suggestions that will be prioritized by the Communication Committee and discussed with Eileen Paulin, Communication Manager. General consensus is that we need to improve and utilize the various modes of communication we now have to reach out to more residents, make them aware of what's going on and how it affects them and in the process dispel rumors and increase resident interest and participation.

The major tools we now have are:

- Website
- Blasts
- Breeze Newsletter
- Village Television
- Facebook
- Flyers
- Town Halls

Blasts

- Examine number of Blasts that go out and determine specific need and goal for each (guidelines).
- Friday Blast is not organized or approved by the Boards and Communication Committee.

Website

- Hard to navigate.
- Not user friendly.
- Need better search functions.
- Language barrier.
- Coordination with old website.

Village Television/ (This Day)

- Little good data on how many watch.
- Stodgy image – competition from commercial TV, Internet, Social Media
- Televis Committee Meetings.
- Present short (15 min) summary of Board and Committee meeting with highlights.

Breeze

- All residents receive electronic or paper editions.
- Good (40%) open rate, of electronic version, but do they read it?
- Need better feedback from readers.

Town Halls

- Not utilized well
- Not well attended

Facebook

- Interest and usage are increasing.
- How used-is it sales or news tool?

Flyers-Brochures

- Numerous distributed by many sources (VMS, City Hall, Various Departments)
- No overall editing, co-ordination or clear means of distribution.

- Improvement needed in alerting residents about construction.

Language/Social Barriers

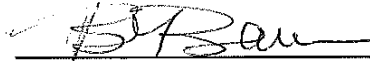
- Online translation tools needed.
- Reach out in particular to various ethnic clubs, groups.
- Provide information on paper to computer impaired.

Other Needs/Approaches

- Shorter Board Meetings – put more items in Consent Section
- Reach out to residents more directly.
 - Neighborhood Groups
 - Building Captains
 - Cul-de-Sacs
 - Coffees
 - Clubs

6. **Adjournment**

The meeting was adjourned at 11:49 a.m.



Burt Baum, Board Secretary
Third Laguna Hills Mutual