



SPECIAL WORKSHOP

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

April 23, 2018
9:30 a.m. • Sycamore Room

Members Present: Rosemarie diLorenzo, Steve Parsons, Bunny Carpenter, Roy Bruninghaus, John Frankel, Cush Bhada, Lynn Jarrett, Jon Pearlstone, Reza Karimi and Annie McCary (arrived late)

Members Absent: Jack Connelly

Staff Present: Cheryl Silva and Della Milleson

1. Welcome/Call Meeting to Order

President diLorenzo called the meeting to order at 9:30 a.m. and established that a quorum was present.

2. Approval of the Agenda

By consensus the Board approved the agenda as presented.

3. Strategic Planning 2019:

President diLorenzo reviewed what was discussed at the last Strategic Planning Meeting on March 27, 2019.

Positives

- Great response by the executive staff
- Community plan
- Work on Maintenance and Construction, Landscape Strategic Plan
 - Ernesto Munoz responded to the Maintenance and Construction Strategic Plan. Kurt Wiemann is working on a response to the Landscape Strategic Plan.

General Services (Transportation and Maintenance)

Our vision: Repairs are being done in a timely manner at reasonable cost.

- Custodial Services
 - Carport cleaning (cost and schedule?)

- Street cleaning (cost and schedule?) Who pays: GRF or Third?
- Waste Management Contract
 - Confusing information is given out to the residents regarding bulk pick-up;
 - Costs (changes needed?);
 - Need one system for bulk pick-up; and
 - Storage room plan for Garden Villas.
- Transportation Program – Not Third's Issue; belongs to GRF.
- Fleet Maintenance
 - Vehicle Purchase: GRF?
- Paving Division
 - Concrete repair procedure: driveways and sidewalks
 - Paving
 - Better inspection process

Energy

Our vision: Have enough energy to support the Community at a reasonable price.

- Develop a plan to be energy efficient, and to reduce consumption.
- Plan/Findings from the Energy Consultant (prepare guidelines for consultant);
- EV Charging Stations (need for the future);
- Look at solar and other alternative energy sources for savings;
- Develop a reserve budget for energy; and
- Communicate the need to reduce consumption to the residents;

Communication

Our vision: Deliver Third's messages as efficiently and as timely as possible.

- Communication with residents on turf reduction program;
- Communication with residents on pride for the community;
- Communication with residents on energy, water conservation, and disaster preparedness;
- Community outreach program?
- Electronic communication (going paperless);
- Dialog with community (Town Halls/Orientations/ Focus Groups);
- Better communication with staff on the needs of the Board;
- Less printed material (move toward becoming paperless);
- Submit articles to "The Breeze" on time monthly (ideas for articles better process);
- Submit ideas to "What's Up in the Village?" (The Blast) on important topics on time weekly (better process);
- Give updates on "This Day" bi-weekly (Identify Directors and set annual schedule);
- Departmental Communications;
- Review notifications to residents on work done by staff in their areas;

- Communication on important projects in progress and completed;
- Bring back “Did You Know?” article for the Breeze;
- Focus groups on critical issues.

Information Technology (IT)

Our Vision: VMS use an integrated, cloud-based, automated system to support all of the Village’s business functions.

- Ensure that the service request function is linked directly to the service perform function in all VMS departments
- Ensure that all business functions related to money (including Compliance) are seamlessly tied to a resident and a unit number
- Develop a Strategic Plan for both IT and Media Services that anticipates developments in technology and emerging media business models for content delivery
- Hire a Business Analyst to identify trends, problems, and opportunities across the Village’s business function spectrum

Orientation

Our vision: Better communication with new residents (both owners and lessees).

- New resident orientation is mandatory for all new residents including owners and lessees.
- Communicate Third’s expectations of residents during orientation;
- Improve the “first impression” experience (more positive);
- Improve the food that is served and how it is presented;
- Conduct New Member Orientation meetings monthly; and
- Moring Orientation feels rushed—can we improve?

The Board took a 5 minute break.

Resident Services

Our vision: Better customer service experience.

- Acquire an automated help-desk system
- Train staff on how to use the new system
- Manage the help desk properly using metrics produced by the help desk system
- Sales and Leasing (streamline);
- Leasing percentage report (needed);
- Leasing/Resales change report (needed);
- Improve process for assisting new residents;
- Review “Welcome Packet” content for new owners/lessees;
- Develop comprehensive education of new residents;
- Work ticket request process (improve);

- Response time (improve);
- Confusing information provided to residents (responses are inconsistent);
- Concierge desk has improved; and
- Plan for the Community Center needed.

Finance

Our vision: Be more proactive, well managed, timely, and customer orientated.

- Quarterly forecasts by department;
- Updating the chargeable services pricelist;
- Need a business analyst position;
- Streamline business processes;
- Consistency in invoices;
- Program/Systems integration;
- Credit card system;
- Investment plan (update);
- Current reserve plan update;
- Legal liability plan?
- Purchasing procedures (completion?); and
- Other audits.

Governance

- Inconsistencies in Bylaws among the Corporations; and
- Train Board Members on Granicus, Robert's Rules, and Harassment.

Administrative – Complaints

- Response to resident complaints (process review);
- Committee's staff reports need to be done and distributed earlier to the Committee Member;
- Committee's staff reports need to be given to the Corporate Secretary on time to get into the Board meeting agenda package;
- Fewer meetings and shorter meetings;
- Directors should go to Department admins for committee meeting scheduling.

Water Conservation

Our Vision: Be more efficient with conservation of water.

- Communicate the needs to reduce water consumption to the residents;
- Improve water infrastructure; and
- El Toro Water District will replace the main water pipes in the community (will establish a reserve fund and all will pay more to support it).
- Who on staff handles water issues now?

GRF


- Landscaping
 - Arbor Pro software (give us an inventory and a schedule to tree maintenance)
- Security and Community Access Issues
- Compliance Issues
 - Investigation training (need)
 - Improving staff report data
- Traffic Hearings?
 - Traffic fines (backlog?)

Discussion ensued among the Directors.

Director Bhada asked about the New Directors Orientation Manual.

4. Adjournment

The meeting was adjourned at 1:30 p.m.



Roy Brunninghaus, Secretary of the Board
Third Laguna Hills Mutual