

**MINUTES OF THE WORKSHOP MEETING OF THE  
BOARD OF DIRECTORS OF  
LAGUNA WOODS MUTUAL NO. FIFTY  
A CALIFORNIA NON-PROFIT MUTUAL BENEFIT CORPORATION**

**May 7, 2009**

The Board of Directors of Laguna Woods Mutual Fifty, a California non-profit mutual benefit corporation, met at 2:00 P.M. on Thursday, May 7, 2009 at 24055 Paseo del Lago West, Laguna Woods, California.

**Directors Present:** Dick Gray, Chair; Ruth Mervis; Richard Wurzel; Keith Wallace; Herb Harris

**Directors Absent:** None

**Others Present:** Judie Zoerhof, Al Tweedie, Dave McMichael, Bill Quinn

**1. Call to Order:**

Dick Gray, Chair, stated that it was a workshop meeting of the Board and that a quorum was present. The meeting was called to order at 2:00 P.M.

**2. Report from Quinn Tweedie**

Al Tweedie from Quinn Tweedie reported on their research of facilities similar to the Towers and current market trends. From this research, Mr. Tweedie outlined a process and training for Staff to use to provide a means of tracking leads from interested parties and funneling these leads to a specific Realtor who is capable and willing to follow-up with enthusiasm for the Towers and aggression for marketing processes. Mr. Tweedie will offer training for Staff and make a recommendation to the Board of a Realtor who, in their estimation can track leads and do efficient follow-up.

Mr. Tweedie recommends that Mutual Fifty no longer use the term "Rossmoor" as an identifier. Mr. Tweedie also recommended that the term "manor" may be obsolete and outdated. An alternative would be "unit" or "suite".

There being no further discussion to come before the Board, the meeting was adjourned at 3:30 P.M.

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Ruth Mervis, Secretary