

Open Meeting

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

November 23, 2009

The Board of Directors of Laguna Woods Mutual Fifty, a California non-profit mutual benefit corporation, met at 10:00 a.m. on Monday, November 23, 2009 at 24055 Paseo del Lago West, Laguna Woods, California.

Directors Present: Dick Gray, President; Keith Wallace, Herb Harris, and Richard Wurzel

Directors Absent: None

Others Present: Judie Zoerhof

1. **Call to Order** - The meeting was called to order at 10:00 a.m.
2. The Board discussed potential candidates to fill the vacancy caused by the death of Ruth Mervis. By unanimous consent the Board approved the following resolution:

RESOLUTION M50-09-79

RESOLVED, on November 23, 2009 the Board of Directors of this Corporation on behalf of the corporation hereby appoints Marilyn Ruekberg to the Mutual Fifty Board of Directors in the place and stead of the late Ruth Mervis. This appointment shall expire December 2, 2010.

3. **Marketing Committee** - The Board discussed the desirability of having a marketing committee and options for the committee charter.

A motion was made, seconded and unanimously approved to accept the following Resolution.

RESOLUTION M50-09-80

**LAGUNA WOODS MUTUAL NO. FIFTY
MARKETING COMMITTEE
2010 CHARTER**

WHEREAS, Laguna Woods Mutual No. Fifty Bylaws, Article VIII, Section 1 states in part: The Board may designate one or more Standing, Ad hoc or other committees, each to serve at the pleasure of the Board and each consisting of a sufficient number of Qualifying Mutual Fifty Resident Members to meet the needs of its particular function or functions. The duties and powers of these committees shall be determined by the Board, provided that the authority of each committee is limited to advising the Board and all final actions are subject to the specific approval of the Board;

NOW THEREFORE BE IT RESOLVED, November 23, 2009 the Board of Directors of this corporation hereby approves the Marketing Committee Charter and assigns the duties and responsibilities of the Committee as follows:

1. Performs the duties imposed upon all standing committees as set forth in the current resolution entitled, "General Duties of Standing Committees."
2. This Committee shall meet as often as necessary but not more than weekly to discuss and devise effective short and long term means to generate a greater sales volume of Mutual Fifty owned units;
3. Explore the attributes of the Mutual owned units and defining the attributes in a manner that appeals to the appropriate market segment, including the younger buyer;
4. Explore means of improving the units for sale;
5. Contribute to positive public relations for the Towers including positive articles and press releases regarding activities at the Towers;
6. Identify, measure, and foster new innovative and productive marketing means;
7. Work with Staff in hosting and promoting Open Houses;
8. Monitor and assess local and national consumer price factors;
9. Devise programs that contain program elements that build a strong and appropriate brand image for the Towers at Laguna Woods Village;
10. Strive to educate buyers regarding the value of a purchase at the Towers; and
11. The Committee Chair shall report at the Regular Board meetings concerning Marketing strategies and report the findings of their activities and their recommendations;

RESOLVED FURTHER, that the officers and agents of this Corporation are hereby authorized on behalf of the Corporation to carry out the purpose of this resolution.

4. The Board discussed membership on the Marketing Committee. Judie Zoerhof was asked to Staff the committee and the consensus of those present was for Herb Harris to serve as Chair. Chairman Gray asked Mr. Harris to investigate resident members for possible additions to the committee and for committee advisors. The Board will approve this committee at its next regular meeting.

Mr. Harris left the meeting.

The Board meeting adjourned and reconvened as the Architectural Control Committee.

ADJOURNMENT

The meeting adjourned at 11:35 a.m.

Dick Gray, President