



**OPEN MEETING**

**MEETING OF THE THRIVE TASK FORCE**

**Wednesday, March 28 - 9:30 a.m.  
Laguna Woods Village Community Center Sycamore Room  
24351 El Toro Road**

**AGENDA**

1. Call to Order
2. Acknowledgment of Media
3. Approval of the Agenda
4. Approval of Meeting Report for February 21, 2018
5. Chair's Remarks
6. Member Comments (Items Not on the Agenda)

**Consent:**

*All matters listed under the Consent Calendar are considered routine and will be enacted by the Committee by one motion. In the event that an item is removed from the Consent Calendar by members of the Committee, such item(s) shall be the subject of further discussion and action by the Committee.*

**Reports:**

- |  |                                |
|--|--------------------------------|
| 7. Logo  | Eileen Paulin                  |
| 8. Website and Facebook Pages                                  | Eileen Paulin                  |
| 9. A Marketing Plan – Moving Forward<br>Television Programming | Eileen Paulin and Joan Millman |
| 10. Discussion of Thrive Wall                                  |                                |

**Concluding Business:**

15. Committee Member Comments
16. Date of Next Meeting – TBD
17. Adjournment

Beth Perak, Chair  
Heather Rasmussen, Staff Officer  
Telephone: 949-268-2292

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OPEN MEETING  
MINUTES OF THE MEETING OF THE THRIVE TASK FORCE  
Wednesday, February 21, 2018- 9:30 a.m.  
Laguna Woods Village Community Center Cypress Room  
24351 El Toro Road, Laguna Woods CA 92637

REPORT

MEMBERS PRESENT: Chair Beth Perak, Joan Milliman, Lucy Parker and Maggie Blackwell  
MEMBERS ABSENT: Doug Rook, Cyndee Whitney, Tom Nash, Steve Carman, Scott Marvel,  
Sy Wellikson and Mark Rabinowitch  
OTHERS PRESENT:  
STAFF PRESENT: Lori Moss, Eileen Paulin and Becky Jackson

1. Call to Order 9:40 a.m.
2. Acknowledgement of Media  
None
3. Approval of the Agenda  
Approved unanimously
4. Approval of Meeting Report for January 17, 2017  
Approved unanimously
5. Chair's Remarks  
None

Consent:

7. None

Reports:

8. None

Items for Discussion and Consideration:

9. Thrive Website  
No report or update
10. Thrive Logo  
Lori Moss brought images of logos.

After discussion and a vote a logo was approved with using the green brand color.

Ms. Moss will email sample to committee for their approval.

Stationary with the mission statement, vision statement and logo will be created by Brandtailers.

11. Thrive on This Day, Thrive Guides and Buddies  
No report or update. Item moved to next meeting.

12. Marketing and Structure  
Chair Beth Perak discussed Thrive in the Media and Communications Meeting this month and will allow more time for Heather Rasmussen to give description in next meeting.

Chair Perak and Brian Gruner attended the President's Club meeting marketing Thrive and had positive feedback. Chair Perak will make this a regular appearance.

Committee discussed at various events or venues Thrive presence needs to be made at Senior Games, art shows and Village Library events.

Contest and gift cards were discussed. Ms. Moss will obtain three gift cards for award recipients, one \$50 and two sub-prizes of \$25.

Eileen Paulin requested a copy of the mission statement.

Ms. Moss brought in mission statement from 2017:

*"To capture and share moments of life in the Village" and the vision "Inspiring quality living in every chapter of our lives."*

After discussion committee adopted both mission statement and vision from 2017.

A monthly Globe article was suggested for residents who do not use social media. Ms. Paulin will research the possibility of a column in The Globe.

Committee discussed featuring residents who had a positive experience with adapting to changes.

Committee discussed Thrive Ambassadors for various events to provide assistance for residents who want to join activities or clubs.

13. PSA's  
No report or update.

Items for Future Agendas:

- 14.
- Discuss Parameters
  - Review final logo
  - Website/Facebook update from Heather Rasmussen
  - Updates on the Towers by Scott Marvel and Sy Wellikson
  - Song parodies for the show update by Steve Carman
  - Update on Thrive on This Day by Scott Marvel, Paul Ortiz and Mark Rabinowitch

- Thrive Guide video Scott Marvel, Steve Carman and Lucy Parker
- Banner update, Heather Rasmussen and Mark Rabinowitch
- Thrive Ambassador
- Responsibilities list
- Joan Milliman will work with Eileen Paulin on a business plan

Concluding Business:

15. Committee Member Comments  
None
16. Date of Next Meeting Wednesday, March 28 2018- 9:30 a.m.
17. Meeting Adjourned at 11:30 p.m.

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Beth Perak, Chair

Beth Perak, Chair  
Becky Jackson, Staff  
Telephone: 949-597-4678

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