

MAY 02, 2020
Planning Committee Minutes
Zoom Meeting

Members in attendance: Jonathan Gilliam ,Pamela Plouffe ,Ellen McClellan, Bob Lewis, Shirin Murphy
Board Liaison: Phyllis Throckmorton, Phillip Gabriel

- 1.Call to order: Ellen McClellan at 1:08pm
2. Agenda Approval - approved
- 3.Minutes of April , 2020 Motion Shirin Murphy 2nd Bob Lewis approved with grammatical corrections

New/Old Business:

Phyllis Throckmorton sent out email to all board members and committee chairs persons re: 5 year strategic plan

- 4.Swot Survey Results - top results
"O" Opportunities Ellen McClellan discussed at April meeting
 - Strengths: Ellen Mc Clellan & Phyllis Throckmorton
Communication, the staff , a lot of nice compliments
 - Weaknesses: Jonathan Gillian
Communication, Facilities decay, trails in need of repair, and enforcement of CCR's, website navigation is difficult, understanding financial documents
 - Threats: Bob Lewis
Association fees too high, Fire insurance too high, property taxes too high
Fire, Earthquakes & propane tanks
Maintenance - disrepair / Crime
Social media- usurping BOD
Not enough visible law enforcement
Dead trees
 - Opportunities: Ellen McClellan (from April meeting)
Fire Safety
Marketing

5. 2020 Survey

- Strategic Plan 2021 possible release March 2021
SWOT survey had a lot of good info to help with Strategic plan
BOD will be updated on timeline at next BOD meeting
- Committee internal calendar to go forward ASAP need to update at each meeting
Homework review big target items to add to 2021 Strategic Plan
Modernize plan
Strategic Plan go thru at June meeting for objectives met and goals not yet met

7. Ask Grace for committee applications due July 1, 2020.

8. Call to adjourn at 2:24pm

Motion Jonathan Gilliam , 2nd Bob Lewis - Approved

Respectfully submitted, Pamela Plouffe Secretary