Strategic Planning Workshop

August 13, 2024 **Minutes**

Members Present

Members Absent

President Paul Persiani
Vice President Jeff Halbreich
Secretary Deborah Christensen
CFO Greg Wieckert
Director Greg Schnieders
Director Nate Farnsworth

First Service Residential

SAMLARC Community Executive Officer George Blair SAMLARC Assistant General Manager Jerry Corpuz SAMLARC Beach Club Manager Star Meza SAMLARC Park & Sports Field Manager Pat White SAMLARC Communications Manager Alexandra Kuhlmann SAMLARC Project Coordinator Devin Swanson SAMLARC Executive Assistant Tita S. Gervasi

I. Call To Order

President Paul Persiani called the Open Session of the Board of Directors Meeting for the Rancho Santa Margarita Landscape and Recreation Corporation to order at 6:00 p.m.

II. Approval of the Agenda

Resolution: To approve the August 13, 2024 Special Open Session Agenda.

Motion: Deborah Christensen

Second: Jeff Halbreich

Ayes: Paul Persiani, Jeff Halbreich, Deborah Christensen, Greg

Wieckert, Nate Farnsworth, Greg Schnieders

Nays: None

III. Homeowners Forum

There were no homeowners who attended the workshop.

IV. Board of Directors Strategic Planning Workshop

A. Review the Goals and Purpose of SAMLARC

To receive and file the report.

B. Review Summary of Duties and Powers of SAMLARC

To receive and file the report.

C. History and Background Regarding SAMLARC's Development: Vision, Themes, Intent, and Design

To receive and file the report.

D. Review Mission Statement and Vision Statement

To receive and file the report.

E. Establish 2-4 Strategic Goals in Each Category for the Period of 2025-2027

The Board was asked to rank goals submitted by Management, active Committees, and current Board Members. This included carrying forward Board goals from past Boards and proposing additional goals that interest current Board Members. The ranking was based on community need, feasibility, and personal interest.

All items that were identified as of interest by any Board Member were considered through discussion by the Board and ultimately ranked. Items proposed through either management or committee recommendation that were not identified as an area of interest will be added to the parking lot and considered part of future discussion.

The Board was requested to confirm the highest priority goals and objectives and determine which, if not all, secondary priority goals and objectives to include in the 3-year Strategic Plan. To assist the Board, all items were presented for consideration.

- 1. To enhance property values through well-maintained park facilities and amenities and well-maintained neighborhoods
- 2. To ensure that SAMLARC maintains the "quality of life" and sense of community through social, recreational, and community events and programs and effective communication to the Membership
- 3. To establish, maintain, and support visionary committees
- 4. To build and develop relationships internally within SAMLARC and externally with organizations that align with SAMLARC's purpose, mission, and vision
- 5. To build and maintain strong relationships and partnerships with the City of Rancho Santa Margarita to support the broader community
- 6. To ensure that fiscally, SAMLARC remains sound and that sufficient funds are available to maintain, enhance, and improve SAMLARC facilities and community activities, as well as maintain the "quality of life" for which SAMLARC is known

Based on priorities set by Board, the Strategic Plan Matrix will be attached to these Minutes.

V. Next Meeting

Consistent with the Board's direction, the next meeting will be held on Tuesday, August 27, 2024, at 6:00 p.m. in the Fiesta Room at the Beach Club.

XI. Adjournment

Deborah Christensen, Secretary

There being no further business to come before the Board of Directors, the meeting was adjourned at 8:11 p.m.

I certify that these minutes were duly approved by the Board of Directors on August 27, 2024.

Paul Persiani Date: August 27, 2024

Paul Persiani, President

Date: August 27, 2024

Date: August 27, 2024

Prepared by: Tita S. Gervasi, Executive Assistant