

## Ocean Pines Strategic Planning Advisory Committee

### Minutes-4/22/21 Meeting – via Zoom

In attendance: Helen Johnson, Wes Blakeslee, Rob Keesling, Jennifer Cropper-Rines, Collette Horn (Board Liaison), Morrell Delcher, Co-Chairperson, Bernie McGorry, Co-Chairperson, Julie Johnson, Steve Phillips, Josh Davis

- I. Approval of Minutes from 3/25 Meeting – with one amendment – removing item 7d.
- II. Action Items from Last Meeting
  - Josh Davis will assist in community input via surveys, PR, etc.
    - Will work closely to obtain future input regarding surveys, etc.
    - Assisting with gaining OP Dept SWOT analysis – share example from one already completed by a staff member
  - Collette Horn will elicit input from the Board on SWOT. Here is the plan:
    - Surveying OP Dept Chairs for input with target of 4/30
    - Executive Council Meeting with Committee Dept. Heads when above is complete (target May)
    - OP Board Review (likely June)
  - All members to consider key questions for benchmarking OP with other communities and which communities to benchmark (agreed to current attached form)
  - Meetings will continue to be on 4<sup>th</sup> Thursday of each month at 9am. This works best for most members.
- III. Open Discussion
  - What have we accomplished to date/where we are going – progress is being made but more work needs to be completed between meetings (refer to attached presentation from meeting)
  - Zoom Poll During Meeting on Confidence in Developing a Strategic Plan
    - Most felt strong in their level of confidence that the Strategic Plan would be completed.
    - Some concern as to whether it would be perpetuated. Value of plan to GM and future BOD's.
    - Will be critical to get buy-in of all stakeholders and especially homeowners.
      - Discussed solutions of including it as a topic of a future town hall to gain feedback.

- Also discussed making it part of the training videos and requirement for future board members
- We all agreed that we should evaluate the current Mission and Vision as part of our process.
- Team agreed also that we should consider adding recommended community values as part of our process.

#### IV. Action Items

- Benchmarking Other Communities – target completion date 5/14/21
  - Please complete the attached benchmarking document for the following communities and forward to Bernie and Moe by 5/14. Also be prepared to verbally summarize your key findings/differences at our next meeting.
  - Community Assignments:
    - Villages – Bernie
    - Bayside – Rob
    - Sea Colony – Rob
    - Broadlands – Moe
    - Montgomery Village – Helen
    - Leisure World – Moe
    - Crofton – Wes
    - Kiawah – Jenny
    - Glen Riddle – Jenny
    - Columbia – Assigned to Rebecca (please let us know if you have questions or cannot complete)
- Josh and Bernie to work on plan for community engagement in future surveys, including engagement of clubs, etc.
- Colette to coordinate SWOT Zoom with Executive Committee once OP. Org SWOT is complete
  - Target for completing of OP Org. SWOT input is 4/30
  - Target for SWOT input from Exec. Committee is 5/31

#### V. Wrap-up/other topics

- Next meeting 5/27 @ 9:00 AM via Zoom (Bernie to send meeting invite).  
Topics to include:
  - Updates on action items with primary focus on Benchmarking of Other Communities
  - Zoom poll on future meeting (Live or In-Person)

- Volunteer for note taking for next meeting -Bernie will take notes.