

VHA Strategy Plan Priority Project Scope Definitions Workshop

Meeting Minutes

Lake Miona Recreation Center 1:00 PM November 17, 2021

Workshop Attendees: Karl Arps, Mike Burke, John Conboy, Mike Dollard, Russ D’Emidio, Dave Fountaine, Bob Griffin, Barbara Gudgel, Nicolas Hemes, Roger Kass, Sandy Mott, Beth Musser, Jan Palmer, Kathy Porter, Peter Russell, Vivian Stephens, Joan Sullivan, Phil Walker, Chuck Wildzunas

Unable to attend: Dave Bedard, Fred Briggs, John Dean, Peter Moeller, Greg Panjian, Roy Thacker

Introduction President Phil Walker welcomed all to the VHA Strategic Planning Workshop and led the Pledge of Allegiance. Phil asked Chair, VHA Strategic Planning Committee Russ D’Emidio to begin the workshop.

Russ reviewed the agenda for the Workshop which included; Background of how and why the workshop was organized; Breakout sessions as workshop members work in committee on selected topics; Presentations of Breakout session committees; Recap of Next Steps.

Russ directed all to the post-its each received to write their thoughts and ideas as he presented an overview of workshop topics. Russ explained after a review of the status of the VHA, specific topics were identified as priorities for the VHA to address as it looks to the future.

Breakout Session Committees Focus, Members, Partial Summaries

Vision, Mission, and Values / Next Gen – Far South: Focus on the changing demographics in The Villages south of SR 44. Are the VHA Vision, Mission, and Values sufficient and relevant.

Committee: Mike Dollard, Dave Fountaine, Roger Kass, Peter Russell

Partial Summary: Provide a short survey to guests at New Resident Night (NRN); Add “permission to text” check box on the survey; Request reserving the theater at Ezell Recreation Center each month on the 2nd Tuesday to allow for NRN to be presented south of SR 44 several times a year along with other VHA Programs and Events.

Marketing & Communications: Focus on establishing VHA prominence through strategies and processes. Create a VHA Strategies Director.

Committee: Mike Burke, Barbara Gudgel, Sandy Mott, Jan Palmer, Vivian Stephens

Partial Summary: Maximize NRN by reviewing presenters for their relevance, and follow up with attendees with email and text. Quid Pro Quo with Partners for a mutual relationship. Add pictures and description to merchants in Merchants to Members, which will be added to the Voice. Rethink Voice articles to avoid repetitive presentation.

Membership Recruitment: Focus on increasing membership. How to increase funds without relying on membership dues.

Committee: Karl Arps, Nicolas Hemes, Kathy Porter, Joan Sullivan, Chuck Wildzunas

Partial Summary: Prepare a revised half-page handout to be distributed at VHA NRN, VHA Golf Cart Safety, VHA meetings and events, Replace “Recent Accomplishments” section of the membership application with half page handout text. Update the membership application. Increase Neighborhood Representatives by adding to their responsibilities and benefits.

Systems & Information Technology: Focus on promoting website. Streamline usage for members and officers.

Committee: John Conboy, Russ D’Emidio, Bob Griffin, Beth Musser

Partial Summary: Define website roles and persons to be involved. Define access and controls. Identify a tech coordinator. Explore possibility of a VHA app. Determine future needs and an overall coordinator.

Community Foundation Committee: The VHA Community Foundation Business Plan is a complete document, which will allow a newly formed CF committee to begin operations right away. Next steps - begin now vetting and placing committee members.

Next Steps

Since only summary information was put on flip charts, Russ requested that each attendee send Russ their individual notes and comments. russd601@yahoo.com Russ will then factor them into a final document of the workshop proceedings. Future discussions will be held with Board of Directors and Executive Committee or possibly a follow up workshop as to leadership for activities, identifying teams and next steps.

Respectfully submitted,

Joan Sullivan

VHA Secretary