

MINUTES

GOLDEN RAIN FOUNDATION OF WALNUT CREEK

REGULAR MEETING OF THE BOARD OF DIRECTORS THURSDAY, FEBRUARY 25, 2010, AT 9:02 A.M.

A regular meeting of the Board of Directors of the Golden Rain Foundation (GRF) of Walnut Creek was convened by the President, Ronald W. Moschel, at 9:02 a.m. on Thursday, February 25, 2010, in Peacock Hall at Gateway Complex, 1001 Golden Rain Road, Walnut Creek, California.

ROLL CALL: Present: Ronald W. Moschel, Sheldon Solloway, Susan Williamson, Attendance
Paul Rosenzweig, Fred W. Barnes, Phoebe E. Cortessis,
Rita A. Fredlund, David H. Smith, Melvin N. Wall, and
Warren T. Salmons, Chief Executive Officer (CEO), ex-
officio member of the Board

Absent: None

Also present were Donald A. Peterson, Chairman, Aquatics Advisory Committee; Kenneth Haley, Chairman, Finance Committee; Carol A. Green, Chairman, Fitness Center Advisory Committee; Nancy Gracey Bann, Chairman, Thomas W. Fryer, Jr., Vice Chairman, and Mary Hufford, Clarence H. Nixon, and Nancy Turnier, Members, Ad Hoc Long-Range Planning Task Force; Richard S. Chakoff, Chief Financial Officer; Paul J. Donner, Director, Mutual Operations; Mark K. Heptig, Director, Golf Courses/Golf Professional; Daniel L. Schrantz, Director, Trust Operations; Shannon M. Walpole, General Counsel and Director, Confidential Services; Paulette L. Jones, Senior Manager, Executive Services; Maureen A. O'Rourke, Senior Manager, and Wilma Murray, Staff Writer, Communications Department; Judith A. Perkins, Senior Manager, Human Resources; Dennis Bell, Public Safety Coordinator; Susan F. Ritner, Program Manager, and George Ivanov, Program Assistant, Rossmoor Television Channel; Ann Pagliaro, Social Worker, Counseling Services; Michael Weatherby, Custodian/AV Technician, Resident Services; Jaime L. Barrah, Founder, Principal Researcher, and Josh A. Williams, Founder, President, BW Research; and Alexander Gunst, Project Manager/Owner's Representative, and Murray Nicolson, COO/Project Manager, Pound Management.

There being no corrections, the minutes of the regular meetings of the Board held on January 28, 2010, and February 9, 2010, were approved as written by unanimous consent.

Minutes
Approved

During the President's report, Mr. Moschel announced that Rossmoor's representative, State Senator Mark DeSaulnier, responded to GRF's request and last week introduced legislation, Senate Bill 1128, intended to permanently protect GRF's membership transfer fee. The fee has provided funding for Rossmoor's capital projects and equipment since 1973. State law has long allowed GRF to collect this

President's
Report

one-time fee under a special exception. However, a recent court decision in southern California could indirectly call into question GRF's ability to continue to collect this fee. Mr. Moschel said that GRF and Senator DeSaulnier believe it would be inequitable to all current GRF members to have to shift infrastructure expenses onto the GRF coupon. Therefore, Senator DeSaulnier has proposed a Bill to specifically and permanently protect the collection of the fee. His goal is to ensure a continuing plan and adequate funding for Rossmoor's capital assets. On behalf of the community, Mr. Moschel thanked Senator DeSaulnier for his efforts on Rossmoor's behalf. He said the Board will keep residents informed as to SB 1128's progress through the California State legislative process.

The CEO reviewed his written report dated February 18, 2010, which included the manor sales report for the period ending January 31st and as of February 18th. The report was included in the agenda package. Mr. Salmons added that, as of yesterday, there were 69 escrows pending.

CEO's
Report

Mr. Rosenzweig gave the Treasurer's report for the period ending January 31, 2010. The report was previously distributed to the members of the Board and is on file.

Treasurer's
Report

During the Residents' Forum, Carolyn A. Hinrichs an advocate for traffic safety in Rossmoor, thanked staff for putting up the speed monitoring signs, noting that residents were thankful for them, for the ladder stripping of crosswalks, and for all the other steps they have taken to improve traffic safety in Rossmoor.

Residents'
Forum

Hugh M. Grey, a participant in the recent telephone survey of Rossmoor residents conducted by BW Research and in one of the focus groups, commented on the survey questions, complaining that the questions regarding amenities/preferences did not give the opportunity to indicate wanting less or eliminating amenities.

Mary England encouraged the Board to integrate marketing and its mission statement and find a way to differentiate Rossmoor in the marketplace with a "strategic branding initiative".

Diane Guilfooy expressed her concern regarding a feature story in yesterday's Rossmoor News regarding a candidate for the GRF Board. She said it was her understanding that there was a policy that the Rossmoor News would not publish articles regarding GRB candidates, and, in light of the story in yesterday's News, it would only be fair that other candidates should be allowed to have at least as large of an article in the News. She went on to say that the policy prohibiting articles on GRB candidates should be revised. Discussion followed. Staff will look into this matter and report back to the Board.

Patricia M. Zuker endorsed the comments made by Ms. Guilfooy and then commented on the telephone survey conducted by BW Research, complaining that the survey did

not allow the opportunity for residents to respond less of something or not at all. She said that was a serious oversight.

Bertha Messina spoke in favor of lowering the Dollar pool temperature to 88° and encouraged the Board to open the pool for family swim.

Mr. Peterson, Chairman of the Aquatics Advisory Committee, summarized the report of the Committee's February meeting, which was included in the agenda package. [AAC Report](#)

Mr. Haley, Chairman of the Finance Committee, said the report of the Committee's February meeting was previously distributed to the members of the Board. The report is on file with the minutes. He then summarized the main topics of discussion at the meeting. Discussion followed. [Finance Committee Report](#)

The Chairman of the Fitness Center Advisory Committee, Ms. Green, said the report of the Committee's February meeting was included in the agenda package and then highlighted items in the report. [FCAC Report](#)

Mr. Heptig, reporting in the absence of Mr. Fleck, Chairman of the Golf Advisory Committee, said the report of the Committee's February meeting was included in the agenda package. [GAC Report](#)

A motion was made by Ms. Williamson and seconded by Mr. Smith to approve, as recommended by the Golf Advisory Committee, the request from the Golden State Tour to hold the 2010 Stead Open on the Dollar Ranch Course on Monday – Wednesday, October 18 – 20, 2010. The President called on Mr. Heptig, who explained the request and answered questions from members of the Board. Following discussion, the vote on the motion was taken, and the motion CARRIED UNANIMOUSLY. [Approved Request to Hold 2010 Stead Open on Dollar Ranch Course](#)

The Chairman of the Policy Committee, Mr. Solloway, said the report of the Committee's February meeting was included in the agenda package. He then commented on the Committee's recommendation regarding a revised Policy 201.2, Conflict of Interest (agenda attachment 9a1-2 through 9a1-8) and explained the reasons for the recommended revisions to the Policy. Mrs. Walpole further explained the differences between the current Policy and the recommended revised Policy. In keeping with the Board's practice that policy, procedure, and rule agenda items be on the agenda for two end-of-the-month meetings to allow time for resident input, consideration of approving the recommended revised Rule was deferred to the March 25th regular meeting of the Board. [Policy Committee Report/Deferred Consideration of Revised Policy 201.2](#)

Mr. Solloway then reported that the Committee also discussed draft Policy 201.5, Code of Conduct, at its February meeting and directed staff to revise the draft Policy to include a process for determining whether a violation of the Code has occurred and [Draft Policy 201.5](#)

to bring the revised draft Policy back to the Committee for consideration at its March meeting.

to be
Revised

Under Unfinished Business, Mr. Solloway reported that a revised Rule 105.2, Dollar Pool Access and Use, was introduced at the January 28th regular meeting of the Board. He then explained the essence of the proposed revision.

Revised
Rule
105.2

A motion was made by Mr. Solloway and seconded by Mrs. Fredlund to approve, as recommended by the Aquatics Advisory Committee and the Policy Committee, revised Rule 105.2, Dollar Pool Access and Use (agenda attachment 10a-3 through 10a-5), thereby lowering the Dollar pool maximum operating temperature to 88° so that the pool can accommodate a broader spectrum of users. During discussion, Mrs. Cortessis and Mr. Barnes expressed their opposition to lowering the pool temperature. Following further discussion, the vote on the motion was taken, and the motion CARRIED, with Mrs. Cortessis and Mr. Barnes voting no.

Approved
Revised
Rule
105.2

The President called on Mr. Gunst, Project Manager/Owner's Representative, Pound Management, who presented a status report on the Creekside project. Mr. Gunst reported that progress on the project has been good, although the winter rains have slowed progress. He then reviewed the work done to date, noting that Buildings A, which will house Public Safety and golf course maintenance, and B, which will house the Rossmoor News and Channel 28, associated site improvements, and landscaping are tracking for completion in September. Building C, the Social Center and Pro Shop, has been most severely impacted by the wet weather and is tracking for completion in February 2011, which is about a month behind schedule. Mr. Gunst said that they are very pleased with the overall quality of construction and the care that both the general contractor, Hillhouse Construction, and its subcontractors are taking to insure a good outcome. He noted construction milestones going forward and reported that, at this point, he believes that the project will be delivered well within budget. Discussion followed.

Status
Report on
Creekside
Project

The President reported that they had now reached the part of today's meeting that he believed they have all been waiting for; the presentation of the results of the recent telephone survey of Rossmoorians, which was performed by BW Research for the Ad Hoc Long-Range Planning Task Force (LRPTF) . He noted that this is the first time in Rossmoor's forty-six year history that they have ever enjoyed the opportunity to know, scientifically and objectively, what Rossmoor residents think about many aspects of Rossmoor. He went on to explain that, being this presentation and data are extraordinary, the presentation will be handled somewhat differently than most presentations at Board meetings. He said that the introduction of the presentation will be made by LRPTF Chairman Nancy Bann and following that, the two principals of BW Research will present the survey results, and then the Board, the members of the

Resident
Survey
Conducted
by BW
Research

LRPTF, and the members of the audience will be given the opportunity to ask questions about the presentation.

The President then called on Mrs. Bann, who introduced the following members of the LRPTF present at the meeting: Thomas W. Fryer, Jr., Vice Chairman, and Carol A. Green, Mary Hufford, Clarence H. Nixon, Nancy Turnier, and Rita A. Fredlund, GRF Board representative to the LRPTF. Task Force member Claire S. Weenig was unable to attend the meeting.

Introductions

Mrs. Bann then introduced Jaime L. Barrah, Founder, Principal Researcher, and Josh A. Williams, Founder, President, BW Research, who discussed the firm's research experience, the objectives of the telephone survey of 600 residents randomly selected they recently conducted, and the methodology used. They then reviewed a PowerPoint presentation of the results of the survey, a copy of which was distributed to the members of the Board and available to others attending the meeting, and answered questions from members of the Board, the LRPTF, and the audience.

To summarize, the results of the survey concluded that more than four out of five residents (84%) are satisfied with the overall management of Rossmoor's services, programs, and amenities and that, even among smaller sub-populations, e.g., age groups, gender, length of residence, etc., total satisfaction did not fall below 75%. 54.4% of the survey respondents said they were very satisfied with the management of Rossmoor's services, programs, and amenities, and 29.7% said they were somewhat satisfied. 5.1% of the respondents said they were somewhat dissatisfied and 3.5% were very dissatisfied. Among the 9% of residents who were dissatisfied (52 respondents), the top reasons cited for their dissatisfaction related to Rossmoor not being well run, governance, and leadership issues or that Rossmoor is too expensive. Generally, residents placed a higher value on keeping the monthly coupon low rather than increasing the services and programs offered in Rossmoor. Residents were again largely satisfied with the job GRF is doing to communicate with residents (84%). No major sub-population had less than 75% overall satisfaction with communication efforts. The complete results of the survey are on file with the minutes.

Summary
of Survey
Results

Before concluding, the President announced that the next mid-month regular meeting of the Board will be held on Tuesday, March 9, 2010, at 9:00 a.m. in the Board Room at Gateway Complex; that the next end-of-the month regular meeting of the Board will be held on Thursday, March 25, 2010, at 9:00 a.m. in Peacock Hall at Gateway Complex; and that the Board will meet in executive session following this meeting to discuss a legal matter.

Announce-
ments

There being no further business to come before the Board, the meeting was recessed

at 12:09 p.m. and reconvened in executive session at 12:27 p.m.

Recess

Susan Williamson, Secretary
Golden Rain Foundation of Walnut Creek

pj