



# Louisiana Housing Corporation

## LHC Board of Directors

### 2012 Strategic Planning Workshop Meeting Minutes

Tuesday, July 10, 2012

LSU Lod Cook Conference Center, Abell Room  
3838 West Lakeshore Drive  
Baton Rouge, LA 70808  
9:00 A.M.

#### Board Members Present

Michael L. Airhart  
Dr. Daryl V. Burckel (arrived at 9:26 a.m.)  
Mayson H. Foster  
Treasurer John N. Kennedy  
Ellen M. Lee (arrived at 9:37 a.m.)  
Matthew P. Ritchie  
Willie Spears  
Guy T. Williams, Jr.  
Malcolm Young

#### Board Members Absent

None

#### Staff Present

Don J. Hutchinson  
Bradley Sweazy  
Barry E. Brooks  
Brenda Evans  
Charlette Minor  
Loretta Wallace  
Rene Landry  
Jeff DeGraff  
Edselle Keith Cunningham, Jr.

**Others Present**

Danny Bosch, Jefferson Parish

Jeff Zlonis, Public Strategies Group, Inc.

Babak Armajani, Public Strategies Group, Inc.

**CALL TO ORDER**

LHC Board Chairman Michael L. Airhart called the meeting to order at 9:01 a.m. Board Secretary Barry E. Brooks called the roll; there was a quorum.

**BRIEF SYNOPSIS OF DISCUSSIONS**

Chairman Airhart introduced new Board Member Mr. Willie Spears.

Mr. Spears gave a brief biography on himself, noting his past banking experience, and that he was looking forward to serving on the Board.

Chairman Airhart noted that he'd like to have a Draft Strategic Plan completed by September that would guide the Corporation over the next four (4) years; that the document would serve as a daily/weekly reference guide for staff; that it would be a "living-breathing" document; and that he would like strong input from everyone in attendance.

Vice-Chairman Mayson H. Foster noted that this was a great opportunity given it was the first time that the new LHC BOD was together to discuss the LHC Strategic Plan, and that it was very important that everyone shared their collective ideas.

Facilitator Jeff Zlonis of Public Strategic Group gave a brief introduction on himself and his company, noting it was formed in 1991 to concentrate on public governance with a value cost ratio approach.

LHC Interim Executive Director Don J. Hutchinson noted that this likewise would be his first involvement in creating the LHC Strategic Plan; that he was championing new programs and increasing staff investments thereof; that he strongly agrees in the importance of stakeholder input and feedback; and that he envisioned the SP as a dynamic tool and working document to use as a guide for present and future Corporation endeavors.

The remainder of the Workshop was built around individual and group discussions related to the specific components of a successful Strategic Plan.

Among the topics discussed were: Workshop Ground Rules, Mission Statement, Vision Brainstorming, New Innovation Ideas, Values and Principles.

There was a group dynamic dealing with SWOT (Strengths, Weaknesses, Opportunities, and Threats).

Among the Measurable Criteria suggested were Production, Efficiency, and Effectiveness with Targeted Population.

There was a lengthy session dealing with LHC Vision Elements. Included in the discussions were Relations with Other Elements of State Government, A Better Approach to Compliance, Social Impact of LHC, Economic Development Impact of LHC, LHC's Relationship with HUD, Meeting the Housing Needs of the Entire State, Better Information Technology, Dollars Targeted to Needs, Creating Strong Partnerships, One-Stop Fair Housing, Lifestyle Center, LHC Owned Properties, Measures and Results, Revenue Generating Resources, Innovation, Fairness and Equity, and Staff Development and Training.

Also discussed was ensuring the LHC values are Accountable, Sustainable, Transparent, and Fair and Equitable.

A Wrap-Up Discussion was held at the end of the day of the aforementioned discussions.

It was resolved that the Mr. Zlonis and Mr. Babak Armajani from PSG would be present at the next day's Public Input and Comments Session to be held at LHC at 9:00am prior to the 11:00 a.m. Board Meeting.

The next meeting would be held in Tuesday, August 7<sup>th</sup> and would be a Strategic Plan Development Workshop.

**OTHER BUSINESS**

None

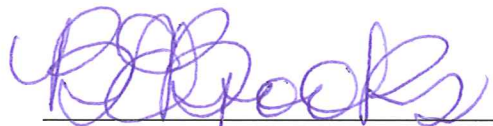
**ADJOURNMENT**

There being no other matters to discuss, Board Member Guy T. Williams, Jr., offered a motion for adjournment that was seconded by Board Member Matthew P. Ritchie. There being no discussion or opposition, the matter was unanimously passed.

**The LHC BOD 2012 Strategic Planning Workshop adjourned at 4:45 P.M.**



**Chairman**



**Secretary**