



ANNUAL MEETING MINUTES

October 7, 2022

Healthy West Orange Building
1200 E. Plant Street, Ste 220
Winter Garden, FL 34787

The Board of Directors of the Foundation for a Healthier West Orange (HWO, Inc.), in its capacity as the manager and sole member of Healthy West Orange, LLC, met on Friday, October 7, 2022, at the Healthy West Orange Building, rescheduled from September 30, 2022, due to Hurricane Ian. Chair J. Whiddon called the meeting to order at 10:53 a.m. A quorum was established, with the following Directors Present: B. Spong (Remote), C. Evans, J. Whiddon, N. Sutton. Directors Absent: K. Vargas, and T. Keating. Others Present: L. Boettcher, T. Swanson, A. Mendyk, J. Jonasen (Remote).

No members of the public were in attendance, so invitation for public comment was not necessary.

APPROVAL OF MINUTES

Action Taken: Upon a motion duly made and seconded, the minutes of the January 28, 2022, meeting of the Board were unanimously approved.

ELECTION OF CORPORATE OFFICERS

J. Whiddon made a motion to elect the following Healthy West Orange, LLC officers: T. Swanson as President, and P. Brown as Treasurer.

Action Taken: Upon a motion duly made and seconded, the Board unanimously elected the following persons to serve as the officers of Healthy West Orange, LLC: T. Swanson as President and P. Brown as Treasurer, to serve until the next annual meeting or until their successors shall be elected and qualified.

FINANCE REPORTS – August 2022

T. Swanson referred the Board to the previous discussion of the August 2022 financial reports in the Foundation Annual Meeting, calling attention to the subsections concerning Healthy West Orange, LLC, and asked for any additional questions or clarifications.

Action Taken: Upon a motion duly made and seconded, the Finance Reports of Healthy West Orange, LLC for August 2022 were unanimously approved.

BUDGET FYE 2023

T. Swanson called the Board's attention to previous discussion of the FYE 2023 Budget in the Foundation Annual Meeting, calling attention to the subsections concerning Healthy West Orange, LLC, and asked for any additional questions or clarifications.

Action Taken: Upon a motion duly made and seconded, the FYE 2023 Budget was unanimously approved.

OPERATIONS UPDATE (HWO & HUBB)

L. Boettcher shared an update on operations of HWO and HUBB through August, as compared to the previous fiscal year, noting that audience growth and challenge participation were stronger than predicted coming out of two years of event and programming shutdowns and disruptions from the Covid-19 pandemic. She then shared next year's operational growth goals, stating that while plans indicate a 15% growth in impressions and 10% growth in audience/digital reach, these numbers may be adjusted after the Brand Awareness study is concluded. HUBB may still be in a growth stage before following the trends seen in other FindHelp markets, which tapers to more conservative growth after a year to 18 months of exaggerated growth.

L. Boettcher has been planning the Brand Awareness study with Integrated Insights to identify brand awareness via mail, online, and in-person surveys throughout west Orange County zip codes. Surveys should be completed by the end of the calendar year.

In overall updates, L. Boettcher shared that Westly's Mile with the American Heart Association was launching after a few delays from Hurricane Ian, with all five schools planned to be active by October 17. Some of the Healthy West Orange initiatives (Westly's Mile and Take Over the Trails Day) have prompted positive media coverage, resulting in no-cost marketing. A direct mailing test for HUBB is planned for residents within two miles of 1200 E. Plant Street; the Health and Harvest Festival is planned for November 12, and the second and third Community Connections classes will be conducted in the HWO Building before the end of the calendar year.

HUBB KIOSK UPDATE

L. Boettcher informed the Board that the kiosk in the Winter Garden Heritage Museum, as the planned first kiosk, is nearing completion, and she anticipates that it will serve as a model for HUBB kiosks. The next kiosk is planned to be an external installation at the HWO Building, and several partners have expressed interest in having HUBB kiosks in their facilities. Discussion ensued regarding opportunities to market HUBB to smaller businesses that do not have a budget for such work/life resources.

In response to questions, L. Boettcher explained that software costs for kiosks, specifically FindHelp costs, do not increase based on usage. The kiosk costs have been driven by software development and hardware, with indoor kiosks being more feasible and cost effective. After cost analysis, the hope is to expand in untapped areas, such as schools.

RATIFICATION OF ACTIONS

A motion was made to ratify, approve, and confirm actions taken by Healthy West Orange, LLC during the previous fiscal year.

Board Action: Upon a motion duly made and seconded, the Board unanimously ratified, approved, and confirmed all actions taken in good faith by Healthy West Orange, LLC, and by its officers and authorized signatories on its behalf, during the course of the preceding fiscal year in accordance with the Florida Revised Limited Liability Company Act and the Operating Agreement of Healthy West Orange, LLC, dated October 2, 2020.

OPEN FORUM

L. Boettcher updated the Board concerning the food boxes from the US Hunger grant, noting that all have been distributed, with the final distribution post Hurricane Ian. Healthy West Orange Take-over-the-Trails Days was cancelled due to debris from Hurricane Ian and will be rescheduled in early December.

B. Spong asked the Board to consider moving to a consent agenda and staff agreed to explore the use of consent agendas.

The meeting was adjourned at 11:27 am.



Jaclyn Whiddon, Chair

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