



ANNUAL MEETING MINUTES
September 18, 2024
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 for its annual meeting on Wednesday, September 18, 2024, at the Healthy West Orange Building. Chair J. Whiddon called the meeting to order at 8:42 a.m. A quorum was established, with the following **Directors Present**: B. Spong, C. Evans, J. Whiddon, K. Vargas, N. Sutton, and T. Keating (virtual). **Directors Absent**: None. **Staff Present**: T. Swanson, P. Brown, K. Carter, and A. Mendyk. **Guest**: None.

PUBLIC COMMENT

No members of the public were in attendance; therefore, no public comment period was necessary.

APPROVAL OF MINUTES

Action Taken: Upon a motion duly made and seconded, the minutes of the May 15, 2024, meeting of the Board, were unanimously approved.

ELECTION OF CORPORATE OFFICERS

J. Whiddon asked for 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 2024

P. Brown referred the Board to the previous discussion of the August 2024 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 2024 was unanimously approved.

BUDGET FYE2025

P. Brown referred the Board to the FYE2025 Budget and directed attention to the subsection concerning Healthy West Orange, LLC, referring them to the previous HWO, Inc. budget discussions on August 15, 2024. P. Brown asked for any questions or clarifications.

Action Taken: Upon a motion duly made and seconded, the FYE2025 Budget for Healthy West Orange, LLC was unanimously approved.

OPERATIONS UPDATE (HWO & HUBB)

K. Carter reported this year has been the year of engagement for HWO. To date, the HWO engagement rate has increased 34% and the audience has grown 27%. This was accomplished by maximizing ad spending through content prioritization, messaging, and targeting while continuing to diversify partnerships, outlets, and channel focus.

K. Carter also shared that HUBB users, session and interactions have increased significantly since 2021, yet the past year has plateaued. HUBB connections and referrals have both increased, 3.9% and 15% respectively. In overall updates, K. Carter shared highlights from the Healthy Selfie Challenge and reported the in-person participation for our challenges this year has increased.

Finally, K. Carter shared an update on the HWO Team showcasing their diverse activities beyond work.

HUBB KIOSK UPDATE

K. Carter reported HUBB Direct at OH Health Central Park is operational. The outdoor HUBB Kiosk, which will be piloted at the Healthy West Orange Building should be completed by the end of October.

T. Swanson added that as HUBB kiosks are expanded in the community, there will be measurements that will assist in understanding local community needs based on location.


RATIFICATION OF ACTIONS

A motion was made to ratify, approve, and confirm actions taken by Healthy West Orange, LLC during the 2024 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 2024 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

The meeting was adjourned at 9:11 a.m.


Jaclyn Whiddon, Chair