



BOARD MEETING MINUTES
Thursday, May 1, 2025
1200 E. Plant St., Suite 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 Thursday, May 1, 2025, at the Healthy West Orange Building. Chair J. Whiddon called the meeting to order at 12:11p.m. A quorum was established, with the following **Directors Present**: B. Spong, C. Evans, J. Whiddon, N. Sutton, and T. Keating. **Directors Absent**: K. Vargas. **Staff Present**: T. Swanson, P. Brown, K. Carter, A. Jenkins. **Guest**: J. Jonason of Gunster.

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 September 18, 2024, meeting of the Healthy West Orange, LLC Board were unanimously approved.

FINANCE REPORTS – MARCH 2025

P. Brown referred the Board to the previous discussion of the March 2025 financial reports in the Foundation Board 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 March 2025 were unanimously approved.

OPERATIONS UPDATE (HWO & HUBB)

HWO

K. Carter reported that the Healthy West Orange team has been focused on increasing engagement. While digital engagement is tracking consistently with last year's performance, in-person engagement has increased by 16%. Notably, the cost-per-engagement (CPE) has remained stable, highlighting the team's ongoing commitment to operational efficiency. She also emphasized the growing number of events the Healthy West Orange team has participated in this year.

K. Carter provided updates on key programs, including this year's Westly's Dance Challenge, which saw an 18.5% increase in registrations and more than 19,000 minutes of dance logged throughout West Orange County. She also shared highlights from Westly's Mile, reporting that, to date, 1,412 students from 15 elementary schools have collectively run 34,740 miles. K. Carter reminded the board that the program will expand to 20 schools in the upcoming school year, marking the fourth year of the five-year initiative.

HUBB

K. Carter provided a HUBB update, noting the successful transition of HUBB's management and staffing to in-house operations. So far, the shift has been smooth. However, longtime HUBB team member E. Fezell has since departed from the organization. Her replacement, D. Dillard, joined the team in March. K. Carter acknowledged E. Fezell's generosity in sharing her time and expertise to help train D. Dillard during the transition.

K. Carter noted that HUBB platform activity remains steady, though growth has plateaued. In response, D. Dillard is actively assessing engagement strategies and exploring new methods to drive increased platform usage.

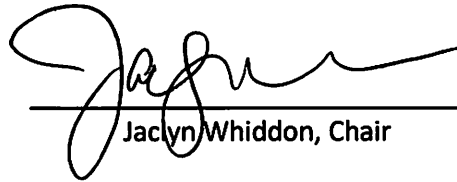
HUBB KIOSK UPDATE

K. Carter reported the HUBB kiosk is operational. She is working with various vendors to finalize infrastructure needs for final installation.

OPEN FORUM

K. Carter reported that in Q3 and Q4, the HWO team will focus on revamping the Carrot Champions business partner model, growing the volunteer base, and fine tune the marketing strategy based on the results of the recently executed Health Outcomes Study.

The meeting was adjourned at 12:38p.m.



Jaclyn Whiddon, Chair