



THE MOORINGS AT LEWES

A SPRINGPOINT COMMUNITY
AFTERNOON EXCHANGE
May 7, 2019

Carol Holzman, Executive Director, opened the meeting and thanked everyone for attending. She then read eleven Making a Difference cards that recognized employees efforts of going above and beyond. She called the employees up to the front of the room so that residents could applaud their efforts.

Lauri:

Lauri announced that Stefanie Willey is no longer at The Moorings and she is starting a search for a replacement. Many of the events like crosswords, tea and trivia and the Thursday hikes will continue uninterrupted. Lauri will cover many of the exercise classes in the Auditorium, but until she finds a replacement, there will not be any classes in the pool. The Tuesday and Thursday 2pm Aqua stretch Classes with Dinah are still taking place.

Lauri reported that this Thursday, beginning at 8am, the water will be shut off to effect repairs. She is hoping that it will only take two to three hours, and she will be placing updates on Touch town via a scroll at the bottom of the page. Notices will be going out to the mailboxes. The Bistro will be open and serving.

Lauri asked everyone to mark their calendars and Save the Date on Saturday, September 7th. The Moorings will be hosting a “Grands” Celebration and is inviting grandchildren, great grandchildren, families and friends to a social event from 11am to 3pm. There will be a butterfly release, a cookout, ice cream, kite festival and games. Employees will also be invited.

Carol:

Carol wanted to apologize for the late notice of the fertilizer application earlier in the day. She said that concierge had reached out to all known residents with pets to alert them of the application.

Chuck is out sick today so he will not be giving a presentation today.

Carol wanted to take a minute to talk about the audio visual equipment. She understands that everyone was quite upset when the movie stopped working in the middle last Friday night. She understands the frustration and is very sorry that it happened. She has arranged for a third party to come in to troubleshoot and fix the problem.

Carol reported that census in IL is 117, or 89% occupied, AL is 35 with 3 people due to move in next week, and Skilled is 34. There are some issues to work on in Skilled and Carol and Kim Bishop are working together to address them.

Recent new residents include Ed Steiner, who moved into Apartment #203 on April 5th and Jim and Helen Hunter moved into Apartment #112 on April 8th. Jackie Buttmer is planning to move into Apartment #213, Carol Wilkinson will move into Cottage #7 in August and Meredith Cox is completing an application for Apartment #126.

Last time you may recall that we talked about Michael Tuccillo, the Director of Hospitality and Customer Engagement. Michael has been coming down every month and meeting with four residents for frank discussions about life at the community. Carol appreciates the candor and has learned from it. As a result, she wants to provide an update on issues that have been raised by residents and are now closed.

- Pest control not showing up - they did come the next day;
- Missing a shade in the Auditorium - that has now been replaced;
- Large corner cupboard in the West Wing hallway - has been moved to an vacant apartment until the family gets the resources to remove it;
- Bike racks not started - resources had been diverted to do renovations for new residents. Those residents have now moved in so Carol has requested that Chuck complete the racks by the end of this month.
- Enclosed porches that leak - Carol spoke to Chuck who reported they were all fixed except for Apartment 109. She asked if that was correct and someone reported that the porches in Apartment 115 and 131 still leak. Carol will speak with Chuck about this.
- Rotting porch door needs replacing - that was completed.

PMI's

1. *I thought that with the new menu, if I ordered an entrée for \$7 and a salad for \$2.50, I would be charged \$9.50. I do not eat dessert. Instead, I was charged \$10. In speaking with the server, they couldn't figure out if items on the daily list could be combined with items on the always available list. The menu says that juice costs an additional charge, but it doesn't. How*

are these improvements to the dining experience? Carol has similar questions and needs clarification. She said Jeff is back from vacation on Thursday and she plans to meet with him to discuss.

2. *The Happy Hour table was removed, but the spilled crackers were still on the floor an hour later.* Carol said that this is an example of the dining staff going in and cleaning up after the Happy Hour. She will also discuss this with Jeff.
3. *LivWell tells us to eat nutritiously but the Bistro serves the same high carb dishes day after day.* Carol said she knew that salads were available in the cooler, but that she would take a look at the menu and discuss with Jeff.

QUESTIONS:

A resident wanted to compliment The Moorings on the pictures that have been hung in the Bistro restrooms. She said they were an improvement. Carol agreed and said she thought that they broke up the linear effect of the wallpaper.

Will breakfast be served in the Bistro on Thursday if the water is turned off? Yes, breakfast will be available.

David Woodard

David thanked everyone for the opportunity to speak. He said his intent today was to share some things they are working on at the Home Office. He said that last year, some residents had questions about what the affiliation would mean to them and he wants to talk about that and share some things that may be beneficial. He said that Anthony Argondizza, the CEO and President, was doing training at Rutgers on affiliations and thought that sharing some information might be helpful.

David presented the blueprint for the 2019 Strategic Initiatives and said he would talk about each of them.

- Employee and Resident Engagement Initiative - the creation of the Director of Hospitality and Customer Engagement position kicked off the start of the initiative to transform the organizational culture. The center of the “Springpoint Experience” is mission, which is particularly important here at The Moorings. Springpoint values our Quaker background and traditions. This is a competitive environment for employees and Springpoint will continue to work at building a more engaging environment so that the best employees can be attracted and retained.

- Brand Culture Initiative - working with Varsity, a company in Pennsylvania with extensive senior living experience, to redefine the missions, vision and value statements and to develop a plan to communicate the new brand. Work on the new mission, vision and value statement has been completed and presented to the Board. They are planning on launching the statements in June to all employees and residents.
- Strengthen Top-Line Revenue Engine - taking action to bolster and increase IL, AL and Skilled support. Springpoint is aware of all the construction of other communities and recognizes the threat. They have broken apart Sales from Marketing to concentrate more efforts on sales. They entered into a referral agreement with Oasis for all CCRC communities.
- Product Line Diversification - rolling out the Springpoint Choice product throughout NJ and developing memory care units in Manalapan and Tinton Falls.
- Broaden Organizational Culture of Philanthropy - will start using more technology to support Michael Oakes' efforts.
- Evaluate Ancillary Service Lines of Business - planning an RFP to shop for therapy and pharmacy services.
- Campus Master Planning and Product Repositionings - The Moorings is a beautiful well-planned campus, but not all campuses are in that situation. We have identified issues to be addressed at The Oaks, Winchester Gardens and Meadow Lakes.
- LivWell Implementation in Affordable Housing - taking steps to implement LivWell in 3 affordable housing communities by exploring grant opportunities.
- Strengthen Technology Infrastructure - recruiting actively for a CIO. Also have plans to update Windows 7 to Windows 10, enhance Wifi in the CCRC's and to reinforce disaster recovery.

The next thing that David discussed was mergers and affiliations. He thought it was relevant since The Moorings had so recently affiliated with Springpoint. He showed a slide that displayed the increasing drivers for senior living consolidation. In 1990, the three drivers were financial. By 2015, the number of drivers had increased to ten and included factors like technology, complexity of healthcare, ability to attract talent and leadership turnover.

The last four affiliations were The Atrium in Red Bank; Winchester Gardens, originally named The Respectable Home for Eligible Bachelors; The Oaks at Denville, originally named Franciscan Oaks with a Catholic sponsorship; and

Cadbury, now known as The Moorings at Lewes. David emphasized that at the current time, Springpoint is not looking to affiliate with any additional communities.

QUESTIONS:

Do you have any plans to install solar power? We do have some solar power at Stonebridge and Crestwood Manor. It is good due to the re-useable energy component, but when you factor in the cost of the equipment and installation, the result is a little more mixed. I would ask Garrett Midgett to weigh in as he is more of an expert in this area.

You have highlighted your strategic plans for some of the other communities. What are your strategic plans for here? We need to build on the top line revenue and fill the vacancies. We want to make sure the property stays attractive; there is good curb appeal here, the fixed assets are in good shape and the physical plant is very well maintained.

Any plans for the five acres adjoining our property? We do not have any plans at the current time.

I have noticed that there are no signs for The Moorings on the public roads as you approach. Any plans for them? Those blue signs are owned by the Delaware Department of Transportation. We should ask them about it.

Any more expansion planned for the mid-Atlantic region? No, not at the current time. We had been working on an affiliation in Maryland but we have stepped away from that effort.

Carol thanked everyone for coming.

Jennifer Silvestri, Recorder
5-7-19