

West Volusia-Daytona Beach YMCA  
Merger Sub-Committee  
Communications Meeting Notes  
July 14, 2007

Rand Spiwak, Kathy Ambachtsheer and Jerry Haralson were in attendance at the meeting held in Rand's office at DBCC.

The Mission Statements of both Associations are exactly the same.

The Vision Statements of the Associations are not in conflict.

We reviewed both Associations' Strategic Plans and determined there were no conflicts.

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Dayton Beach's Strategic Plan is for the period 2003- 2007 and includes goals about being fiscally sound; being the leading provider in the community; facilities; having outstanding leaders, volunteers and highly qualified staff; and partnerships in the community.

West Volusia's Strategic Plan was created this spring and is for the period 2007-2010. It is still in the development stage. The goals deal with diversity; family; financial development; health and fitness; teens and quality standards.

We agreed that there are no major variations in the Mission, Vision or Strategic Plans of the two Associations. It is expected that if the two Associations merge, a new Vision and Strategic Plan will be developed.

We discussed the audiences and communications needed for each. A separate document outlines the audiences, media, and entity responsible for delivering the communications. The audiences are the Corporate Board; branch boards; staff; Merger Committee; Merger Sub-Committees; members; community and media. See separate document for details.

We agreed that this is the best sub-committee for the development of the name of the newly-formed Association, should the merger occur. This was

not thought to be an issue earlier but it has surfaced a number of times already in the discussions with staff and branch board members. Therefore, this sub-committee has agreed to work on this issue at the appropriate time.

The rest of the meeting was dedicated to discussion of corporate culture. It is apparent that, once the new Association is formed and a new CEO is in place, there might be a new and different corporate culture. The issue currently under discussion is whether there are any corporate culture issues that might stand in the way of a possible merger. We discussed strength of the Corporate Boards; branch and Association reserves; staff leadership and branch autonomy. No corporate culture issue appeared to be insurmountable but will be a reality as we go thorough the merger discussion.

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The meeting adjourned at 7:00 pm. We agreed that we are almost ready for the report to the Merger Committee that will precede the Letter of Intent. There are still numerous action items in the area of communications that should take place during the merger discussion process. We are extremely thankful for the Merger Web Site as a means of communications for open review by all.