



MINUTES

BOARD OF DIRECTORS WORK SESSION

Wednesday, August 13, 2025, 2pm

WC Room 2 / Zoom

Directors Present: Kathi Bachelor (President), Candy English (Vice President), Nellie Johnson (Treasurer), Bart Hillyer (left at 3:38pm) (Assistant Secretary), Steve Reynolds (Assistant Treasurer), Dave Barker, Beth Dingman (left at 3:30pm), Marge Garneau, Bev Lawless, Lanny Smith, Jodie Walker (left at 2:30pm), Scott Somers (non-voting)

Absent: Candy English, Marge Garneau

Staff Present: Nanci Moyo (Administrative Supervisor), David Webster (CFO), Kris Zubicki (Member Services Director)

Visitors: 0

AGENDA TOPIC

1. Call to Order / Roll Call

Work Session Called to Order at 2:11pm by President Bachelor. Roll call.

2. Amend / Approve Agenda

MOTION: Dingman moved / Johnson seconded to approve Agenda.

Passed: unanimous

3. Fiscal Affairs Committee (FAC) Recommendation to Consider Developing a Marketing Plan to Boost Home Sales

FAC Chair Nellie Johnson reviewed the FAC's discussions on enhancing revenue and the relationship of that to the housing trends. The current trends suggest a more competitive environment among the 55+ market.

Discussion was held by the Board to understand the housing situation with these highlights:

- A large amount of people are retiring in 2025, but retirees will be decreasing in the coming years.
- Mortgage interest rates have impacted people moving and buying homes.
- GVR's biggest marketing advantage is word of mouth.
- Marketing which targets computer-users.
- Marketing is done by Realtors.
- Gather information from the Realtors to make informed decisions.
- Identify the special activities that are around and/or near Green Valley and advertise in magazines that have the same interests.

4. Discussion on Current, Planned, and Recommended Marketing Efforts

CEO Scott Somers reviewed discussions staff has held regarding marketing strategies. These discussions have been brought forth due to lower house sales and GVR's reliance on the

GVR encourages the Board and members to voice concerns and comments in a professional, business-like, and respectful manner.

Membership Change Fee (MCF), once a home is purchased in Green Valley. It is important to change from an unstable revenue source (MCF) to reliance on other revenue sources. Staff has looked at focusing on strengths of GVR, improving branding and marketing for targeted and strategic marketing. Possibilities on word-of-mouth incentives for the members when they bring a new buyer to Green Valley. Continue efforts will be made in cost recovery for GVR.

Further discussion highlights from the Board:

- Have volunteers show people the GVR facilities; ambassadors.
- Fiscal Affairs Committee is continuing to look at the revenue enhancement options.
- Review cost recommendations needed for marketing.
- GVR marketing needs to focus on all the great amenities available for members.
- Target marketing to attract all socio-economic levels with emphasis on the affordability of GVR.

5. BAC Recommended CPM Change to Member Code of Conduct

CEO Scott Somers reviewed the redline and clean copy of the Member Code of Conduct.

Highlights include:

- Focused on clarifying minor versus a major violations.
- Increased the minor violations from ten days to up to thirty days.
- The appeal process changed from using an appeal officer to having the Board hear the appeal.

6. Adjournment

Motion: Director Johnson Director Reynolds second to adjourn at 3:40pm.

Passed: unanimous