



## CEO HIGHLIGHTS

An Overview of Recent Activities, Operations, and Initiatives Conducted For & On Behalf of GVR  
Members and the Board of Directors  
(As of May 15, 2015)

- **Community Outreach & Public Relations**

- **Verizon Wireless Cell Tower** installation gets closer – The Board of Directors of the Green Valley Community Complex Association (GVCCA) is expected to endorse installation of the Verizon Wireless Cell Tower (disguised as a palm tree) @ West Center parking lot at its meeting on Tuesday, May 19, 2015. GVR is a member of GVCCA. The GVCCA Board meeting immediately follows the GVCCA Annual Meeting of Members. The meetings will be held from 11:30am-12:30pm at the Continental Shopping Center, 2<sup>nd</sup> Floor Conference Room. Advocates of the cell tower installation at West Center parking lot are encouraged to attend.
- **GVR Foundation** – GGVCF training facilitator Bob Phillips will facilitate a strategic planning session on May 19, 2015 in which the GVR Foundation Board will create a refined Mission and Vision by defining its purpose, identifying stakeholders, forming goals and prioritizing.
- GVR assisted the **Valley Assistance Services** 4th annual Balance Your Life Day at West Center on April 1<sup>st</sup>, approximately 150 members attended.

- **Marketing & Communications**

1. GVR is in the final stages of developing our new corporate branding and logo. Several distinct creative logo concepts are being reviewed by the leadership team and a focus group consisting of several of the original focus group participants for their reactions and input. The preferred concept will be revised as needed and finalized to create a brand “family” for GVR. The brand concept will include a master brand for GVR corporate, as well as brand extensions or sub-brands for:

- GVR Foundation
- Senior Games
- Volunteer Program
- Performing Arts
- Clubs

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2. Marketing is developing a rollout launch plan with immediate, short term and long term implementation and a marketing advertising plan to promote the new brand. To better manage our brand assets going forward, *Brand Standards & Guidelines* will be developed to ensure the consistent use and application of the GVR brands.
3. Marketing has ramped-up social media marketing with more frequent postings on Facebook since April. Page “likes” increased 36 percent from April 14 to May 12 to 280, our post reach increased 291.4 percent over last week, and engagement increased 315 percent. Facebook postings are an effective way to instantly reach GVR members, friends and the community with news and information and to engage them in conversation on timely topics related to GVR and our community. We invite all GVR members and Board directors to “like” our Facebook page and share postings.
4. GVR has joined the Tucson Metro Chamber of Commerce to broaden its marketing reach in Southern Arizona. The membership includes an online listing for GVR with a link to our website, and the display of GVR marketing materials in their main office. For our membership, GVR also is invited to attend or host one of the monthly marketing mixers for business-to-business marketing.
5. The June issue of *GVR Now!* is finalized and will be printed and available in centers on May 27.
6. The 2015 fall/winter Performing Arts brochure is currently in production. The brochure design will be the first publication to use the new corporate logo. The Performing Arts brochure will be available the first week in July for early promotion of ticket sales.
7. The new GVR brochure and a separate rate card have been printed, delivered and distributed to Green Valley/Sahuarita Association of Realtors, the local and Tucson Chambers of Commerce, all GVR centers, Green Valley Council, area restaurants and hotels, Pima County offices, and the Arizona Office of Tourism.
8. GVR is exploring a new mobile application that supports our message monitor software. The app, which can be customized with our logo, downloads data from our reservation software to the app to provide users with access to pool schedules, classes, events and more. Staff were given a demonstration on the software by the vendor.

- **Recreation & Leisure Services**

We have had a very busy season filled with great recreation programming opportunities for our members to enjoy throughout the summer.

- **Customer Service** –
  - GVR has completed the installation of our new Cox phone system and has received many positive comments from our members.
  - Recreation and IT Departments are currently evaluating new reservation software to replace the *Class™* software, which will no longer be supported next year.
  
- **Performing Arts** – The GVR Live! 2015 Summer Performing Arts Season kicked off in May with a wonderful concert by *Tesoro*. It began with a wonderful preshow event including discussion of their music and sharing of a few traditional Flamenco songs. An added bonus was a demonstration of the Cajon and an invitation to the audience to join in the fun!
  - The next concert is *Switchback* on May 19<sup>th</sup>. This exciting duo will play a mix of Americana and Celtic music. They will also play an outreach concert at Silver Springs earlier that afternoon.
  - **GVR Live!** is endeavoring to expand its education and outreach efforts. Several performing artists have agreed to offer educational workshops in local schools during the 2015/2016 academic year. GVR staff have contacted several schools in the area to identify educators who would like to benefit from the opportunity. Once schools and educators have been identified, these education and outreach events will be scheduled. GVR staff will work with the performing artists to determine outreach topics and activities.
  - **Planning for GVR Live!** 2015/2016 Performing Arts Season is now complete. Material for the brochure is now being collected along with promotional photos. The brochure will be available July 1<sup>st</sup>. Season tickets will also go on sale on this date through August 28<sup>th</sup>. Individual tickets are on sale September 1<sup>st</sup>.
  - **GVR Live!** is also looking to expand and offer an outdoor performing arts series in the fall. This series will feature local artists from the community and promote GVR outreach events. Stay tuned to hear about this exciting new Performance Series.
  - **GVR at the Movies!** continues with more great films at West Center including *Interstellar*, *Alexander and the Terrible, Horrible, No Good, Very Bad Day* and *Foxcatcher*. These movies represent the great diversity of our movie programming. Throughout the summer, we are happy to show a great variety of films to suit a wide variety of tastes at GVR.
  
- **Clubs and Reservations** – The following GVR clubs updated their club bylaws, Santa Rita Art League, GVR Pickleball, GV Squares and GV Line Dancers.

- **Finance**

As a continuation of our commitment to transparency we now provide a link to GVR monthly financial reports on our website.

- **Facilities**

- Custodial staff are training and preparing for the upcoming floor care season. During this time we will be refinishing hard floors and cleaning carpets. Trying a few new products this year on both carpets and floors, we are expecting promising results.
- East Center and Canoa Hills just received new ice machines to replace aging units. These new pieces are larger and more efficient than their older counterparts. Also East Center just received a new buffet table (smaller unit). The table that was at EC was sent to West to replace a twenty year old piece.
- Happy to announce that Dave Jones has been promoted from part-time to full-time. Dave will be coving the PM shift at West Center.





- The lobby restrooms at West Center will undergo some remodeling this coming July. Providing ADA compliant wheelchair and ambulatory toilet compartments is the goal driving this remodel.
- Repairs and reconstruction to the women’s locker room at Desert Hills scheduled during the June closure may be scheduled earlier. This is due to the deteriorating condition of the lower portions of wet wall, shower surrounds and adjacent walls. Excavation to the below grade portion of exterior wall has begun to better determine the source or possible cause of this condition.
- The entire shower valve and trim was replaced in the accessible shower stall at Continental Vistas.
- Bee removal was performed at East Center, Santa Rita Springs, West Center and South Abrego.
- The latch mechanism for the retractable room divider at Canoa Hills was repaired
- Racquetball court #2 at Las Campanas was re-lamped with 18 watt 5000K LED linear tube lamps. These LED lamps replace 32 watt linear fluorescent tubes. During the court’s usage, the light fixtures will use 672 watts less during operation.
- In the month of April, 487 work orders were completed by Maintenance, Landscaping and Pools.

#### **Abrego North Pool Update**

- Kratt Construction received the Geotechnical Evaluation from Western Technologies, and has provide GVR with an additional report of options and recommendations for

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remediation. Kratt Construction's report and recommendations will be discussed at the Planning & Evaluation Committee meeting held on May 21, 2015.

### **East Center Pickleball Courts Construction Project**

- Our Landscaping Department has completed site preparation by removing the sand volleyball court, flagstone area, two trees, and a variety of landscaping that will be utilized in other areas. The Maintenance Department has installed a camera so that our members can observe the Pickleball construction project. The heavily cracked patio concrete next to the new court area on the east side outside of the auditorium was removed and will be replaced. East Center Pickleball Court construction is slated for the first week of June 2015.

### **Casa Paloma 1**

- Our Landscaping Department recycled and relocated much of the materials and landscaping that was removed at East Center. At Casa Paloma 1 they have created a picnic area around the barbecue grill, utilizing the flagstone removed from East Center as well. The beautification project is a welcome improvement for Casa Paloma 1.