



CEO HIGHLIGHTS

An Overview of Recent Activities, Operations, and Initiatives Conducted for & On Behalf of GVR Members and the Board of Directors (As of March 18, 2016)

I. Community Outreach & Public Relations

A. Update: HB 2592 'Nonprofits; Electronic Voting'

The Arizona Senate Commerce & Workforce Development Committee (CWD) approved HB 2592 without dissent on March 14. Next steps include a hearing and approval by the Senate Rules Committee, followed by a vote to approve by the Senate before going to Gov. Ducey for his signature making the bill into law. The Greater Green Valley Community Foundation (GGVCF), Green Valley Council (GVC) Assembly, and the GVC Executive Board joined in unanimously voting to support HB 2592. The bill is also formally supported by the Community Associations Institute (CAI) Legislative Action Committee and the Green Valley\Sahuarita Chamber of Commerce.

B. *Perfect Mind*™ Selected for new GVR Member Database System

GVR has selected *PerfectMind*™ to replace our current membership database called *CLASS*. In use by GVR for about 14 years, *CLASS* will no longer be supported by the manufacturer after 2017. After a year-long and thorough selection process led by COO Jim Conroy, *PerfectMind*™ was selected as the product that will take us into the future and offer more on-line, e-commerce and self-service opportunities for members and staff. The new database is expected to be in place and operating by the end of 2016.

C. GVR Tests Outdoor Exercise Equipment

With our beautiful desert and mountain scenery, GVR is exploring installing shaded, outdoor fitness equipment for use by members. This type of fitness equipment is specifically designed for outdoor use, and will provide our members with one more option to stay fit and healthy while enjoying the beautiful scenery in Southern Arizona.

GVR received the first piece of fitness equipment to test out – an elliptical machine provided by Tri-America Outdoor Exercise Equipment Inc. It has been placed for member use on the east side of GVR's Santa Rita Springs Center. Members are encouraged to try it out and provide GVR with feedback.

D. 2016 Governance Training Day Evaluation

GVR had 31 attendees at the 2016 GVR Governance Training session. Topics and presenters included:

1. Four Pillars of Non-Profit Management with Mark Davy, President, Greater Green Valley Community Foundation
2. Basics of Parliamentary Procedure with Jack Ernest, Parliamentarian with the Green Valley Council
3. Policy Governance with Dr. Blaine Nisson, President, Osher Lifelong Learning Institute (OLLI)
4. Legal Issues with Wendy Ehrlich, Attorney, PLLC
5. Basics of Conflict Resolution with Tony Sedgwick JD, President, Santa Fe Ranch Foundation,
6. Leaders also participated in a lunchtime discussion on the "Future of Green Valley offering visions and suggestions for revitalizing and enhancing Green Valley now and in the future. The session was facilitated by GVR Member Becky Charboneau.

Overall, session evaluations show that the attendees were very pleased with Topic Relevance, Content and Presentation. Average ratings (with a possible top rating of 5) for Topic Relevance were 4.68, for Appropriate Content/4.63, for Presentation of Content/4.35.

Based on the favorable evaluation results, the next annual GVR Governance Training Day will be scheduled in February or March, 2017. Participation will be expanded to include GVR Club members and members at-large.

Comments received from 2016 Governance Training Day attendees:

"I thoroughly enjoyed this training. I was so impressed with the quality of the speakers. Green Valley is blessed with an abundance of talent."

"As a first time attendee, I am all the more aware of the transparency and caring that GVR Board and staff work hard to bring to their ongoing efforts."

"The Governance Training was an excellent overview of the information and methodology needed to be part of an effective Board."

"The day was focused, well organized, the subject matter was spot on and I learned a lot about nonprofits and GVR. I enjoyed meeting the very capable and interesting staff, I was very impressed with the individuals I spoke with. The day flew by quickly and you kept my attention. All in all, a great job in putting everything together. Thank you,"

Kent J. Blumenthal, Ph.D., CAE
CEO, Green Valley Recreation, Inc., Arizona

“The wide representation of leaders from GVR BOD, GVR Foundation BOD, GVR Committees, and GVR Clubs broadened my perspective. I was impressed by the quality of the volunteers and staff involved in GVR leadership. The presentations were germane and thoughtful. The lunch time discussion was especially thought-provoking.”

“The Governance Training was excellent.”

E. Pima County Small Business Commission (SBC)

At the request of CEO Kent Blumenthal, the Pima County Small Business Commission (SBC) voted unanimously to conduct one of its 2016 monthly meetings and hold a public forum in Green Valley about economic development and small business needs. The Green Valley Council (GVC) Executive Board has agreed to serve as host for the SBC meeting. The event will be held on October 20, 2016 at GVR’s Desert Hills Center beginning at 10:30 AM, following the GVC monthly Assembly meeting. The SBC also welcomed GVR’s offer to facilitate the 2016 Pima County Small Business Awards program.

F. GVR 2016 Elections

Ballots are steadily arriving for our 2016 election of Directors. The Deadline for ballot return is March 23, 2016 and the Tellers committee will verify and count ballots beginning on March 24, 2016. Thus far, an estimated 4,000 ballots have been received, far exceeding the quorum requirement.

G. Call to Members for 2016/2017 GVR Board Committees

GVR is looking for future-oriented and progressive-thinking members to help keep our corporation vibrant and financially sound. Committee membership is not limited to year-round members. GVR members who wish to serve on a 2016/2017 committee are invited to submit a letter of interest to jen@gvrec.org. Applicants will be notified by May 15, 2016 if they have been selected to serve on a committee. Assignment to a committee is contingent on committee size limitations, experience, volunteer availability, and committee charges.

H. Staff Attend Employment Law Seminar

On Tuesday March, 15, 2016, CEO Kent J. Blumenthal, CFO Cheryl Moose, and HR Specialist Jesse King attended a full-day Employment Law Seminar in Tucson presented by Whiting & Associates of Carrollton Texas. The seminar was invaluable as GVR prepares to act in accordance with the upcoming changes in employment law that are driven by the U.S. Department of Labor and the Affordable Care Act. The seminar covered laws pertaining to Federal Civil Rights, Federal Wage & Hour Laws, State Employment Laws, Critical Legal Issues Facing Management, Recruiting and Hiring within the Law, Attendance Control, Employee Management, Dealing with Alcohol and Drug Problems, Attitude Problems, Disciplinary Procedures and Employee Termination.

I. GVR Strategic Master Planning Initiative - Engagement meetings between GVR members and WSM Architects (the firm selected to conduct the strategic master planning initiative) are scheduled for April 5, 2016 in the Ocotillo Room at Las Campanas. The schedule is as follows:

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1. **9 am – 10:15 am** Aquatic Exercise Volunteers, Instructors and GVR Pool Monitors. Participants will be invited to attend this session based on their expertise and experience (approximately 20 people will attend this session).
2. **10:30 am – 12 noon** Exercise Instructors, Fitness room monitors and Fitness experts. Participants will also be invited to attend this session based on their fitness expertise and experience working in GVR Fitness rooms. (approx.. 20 people will attend this session).
3. **1:00 pm – 3:00 pm** Final general “listening session” to gather input on GVR facilities and hear “best use of space” suggestions.

J. Marketing & Communications

1. **GVR NOW!**
Production of the April issue of GVR Now! is underway, with a publish date of March 23.
2. **2016 GVR Catalogues and Brochures**
Production of the **Spring/Summer Course Catalog** and the **Summer Performing Arts brochure** is in the final stages. The publications will be printed and available in all GVR Centers and on GVR’s website in early April.
3. **GVR Advertising Ramps Up!**
GVR wishes to thank and recognize the following area businesses that have purchased advertising in GVR publications since the GVR advertising program began in late 2015.
 - Acacia Apothecary & Wellness
 - Desert Song Vocal Studios
 - Edward Jones
 - Greater Green Valley Community Foundation
 - HF Coors
 - Holistic Health Concepts
 - Homes by Devine
 - Lavender Restaurant
 - La Posada
 - Royal Automotive Group
 - Serenity Pilates
 - Southwest Promotions
 - Katherine Strandlie
 - West Press

Outreach to area businesses continues to make them aware of advertising opportunities with GVR.

4. **GVR Branding**
To solidify GVR’s brand and ensure uniformity and consistency of our brand look, we are developing flyer templates to be used for the GVR Signature, Clubs & Activities, Volunteers, the GVR Foundation and Arts & Entertainment. The flyer templates will be made available in horizontal and vertical formats and made available for staff and club use. Cover design templates also are being developed for the class catalogs and the Performing Arts program guide to solidify the brand look and expedite the creative design process.

5. e-Blasts

We prepare comprehensive news items for inclusion in the weekly eBlast, *GVR Update*. The email subscriber list now numbers 11,728, and the open rate for the past month has been steady at 45 percent.

6. Queries with National Publications

We are pursuing placement of an article with AARP Magazine and possibly other 55-plus Active Adult/Retirement publications to raise awareness of Green Valley and GVR.

K. Recreation & Leisure Services

1. Leisure Classes & Tours

For the 2016 Winter session we have completed 5,994 enrollments. Of those transactions, 92.3% were made by walk-in/phone/mail vs. 7.7% Internet registrations. For comparison, in 2015 we had 5,778 enrollments (92.2% walk-in/phone/mail and 7.8% internet). In 2014 we had 5,512 enrollments (94.4% walk-in/phone/mail & 5.6% internet). The remaining tour of the season *Ramsey Canyon and Wine Tasting Tour* has remaining seats available at this time but we expect good participation. This summer we will offer 4 tours and 55 classes, including 12 new titles!

2. Lectures

- a. GVR has provided 21 free and open-to-the-public lectures during the month of March.
- b. Fourteen people are registered to attend GVR's free AED CPR training class on March 28. Cardiac arrest is the number one killer in the world, and the only thing that can save a person in cardiac arrest is a shock from an external defibrillator. That is why GVR has AED machines at all of our centers and conducts monthly free classes so our members can learn how to save a life by combining CPR with the use of an AED.

3. Volunteer Program

- a. GVR hosted a luncheon and workshop for volunteer water aerobics instructors on March 5. Water aerobics is a very popular form of exercise especially for people with joint and balance issues. At GVR, there are 11 free water aerobics groups with varying forms of intensity at eight GVR pools up to six days a week.
- b. GVR hosted a luncheon to honor volunteers on March 16, 2016 at West Center. Volunteers, including seasonal visitors, are the heart of GVR. The annual spring Luncheon is one small way GVR demonstrates its appreciation to this group of over 500 volunteers.

4. Customer Service

1. Additional stations were set up at West Center for Tenant Card Processing and class registration March 1 – 3. Directing tenant card and class registration of members to West Center provided a more spacious and comfortable atmosphere. The additional customer service stations helped expedite the registration process, allowing for a more positive experience for GVR members and tenants
2. Total Tenant cards processed March 1 -3 = 164
3. During the month of February, the Santa Rita Springs office serviced 217 members/tenants. The office may be staffed again next year during peak season months.

L. Performing Arts

1. **GVR Live!** GVR Live! 2015/2016 Performing Arts Season continues with great concerts in March including a sold out concert by B.J. Thomas. The season comes to a close in April with an Elton John tribute show starring Craig A. Meyer. Year to date the GVR Live! Performing Arts Season has served a total of 3,519 patrons. It has been a very successful and exciting season.
2. **GVR Live!** 2016 Summer Performing Arts Season tickets will go on sale April 1.
3. **GVR Live!** Has also served the Green Valley community with a variety of special events. Valley Players perform their annual performance at the end of March. This is an opportunity for club members to show off their skills on and off stage. This year they will perform a play written by a local playwright – *Gene Artery and His Horse, Whats-His-Name*. This light hearted comedy is sure to delight patrons of all ages.
4. **GVR Live!** GVR's partnership with the University of Arizona has been a wonderful success. GVR has been proud to present UA Musicians on Tour. UA Musicians of Tour gives both graduate and undergraduate students the opportunity to perform in a professional venue and increase their performance experience. It is a great program to help music students prepare for a career in the arts. The last performance of the season will be held Saturday, April 16. GVR plans to continue this partnership again in the 2016/2017 season.
5. **GVR Live!** Dances have been a big success this year. All three dances have been sold out. With the final dance of the season scheduled for April 8, we hope to make it a total of four sell out events. GVR is extremely proud that the dance program has been revitalized. Sue to the success of the dances, the goal is to increase the number of dances offered next season.

6. Performing Arts Program Volunteer Training

Performing Arts Program Volunteer Training continues through the end of the year. These training sessions have been very successful and brought in a large number of new volunteers to support the GVR Live! Performing arts season. There are now approximately 250 program volunteers to support GVR Arts & Entertainment.

- 7. Education and Outreach – GVR Live!** takes the arts into the community through education and outreach programs. The residents of Silver Springs assisted living complex enjoy the professional entertainment provided by GVR. Because Silver Springs residents are unable to come to GVR Live! Performances, this program provides them with a much needed connection to the arts. GVR Live! Reaches out to all ages by facilitating in-school education programs. JazzReach provided an education program to Wade Carpenter Middle School in Nogales, AZ on March 9. The students appreciate hearing professional musicians play for them. The students received great critical feedback and instruction that will help them to improve their skills and advance their love of music.

M. Finance

The February 2016 financial statements (internally prepared) show revenues of \$1,837,634 and expenses of \$1,669,347. Excess revenue over expenses year-to-date is \$168,287.

N. Facilities

1. Desert Hills

New electrical outlets have been installed at the Desert Hills tennis courts to allow for safer use of the tennis ball machine.

2. Canoa Ranch

- a. A broken window has been replaced above the large roll-up doors of the Canoa Ranch aquatics building.
- b. New replacement fitness equipment will be installed on March 30.

3. Las Campanas

New replacement fitness equipment will be installed on March 30.

4. West Center

- a. Work is underway to prepare for the Outdoor Art Exhibit being installed for the month of April in the exterior courtyard of the craft building at West Center.
- b. A section of lifted sidewalk that was identified as a tripping hazard has been replaced.