



CEO HIGHLIGHTS

An Overview of Recent Activities, Operations, and Initiatives Conducted for & On Behalf of GVR Members and the Board of Directors (As of April 15, 2016)

I. Community Outreach & Public Relations

A. GVR & Friends in Deed Discuss Transportation Needs of GVR Members – CEO

Blumenthal met on April 12 with Friends in Deed leadership and Executive Director Michelle Phillips of the Greater Green Valley Community Foundation to discuss partnering to better meet transportation needs of GVR members who do not drive but want to participate in GVR activities.

B. Partnership with the Green Valley Council (GVC) to invite HOA representatives to attend GVR Board of Directors Meetings

The GVC Executive Board is assisting GVR to invite HOAs to have a representative at GVR Board of Director meetings. The following invitation will be sent out over GVC Pres. Don Weaver and GVR CEO Kent Blumenthal's signature via email with a calendar of upcoming GVR board meetings (a notice on the calendar acknowledges that GVR Board meetings are "subject to change").

Dear Home Owners Association Representative:

To facilitate open and improved communications, Green Valley Recreation, Inc. (GVR) is extending an invitation to all HOAs with voluntary or deed-restricted memberships to GVR to have a representative attend GVR's monthly Board of Directors meetings. GVR's membership is comprised of 127 HOAs, representing 13,472 homes and 22,900 individual members.

GVR's Board meetings provide an excellent forum for HOAs to learn about issues that may affect their HOA and members. It also affords an opportunity for HOAs to bring forth issues or concerns to raise GVR's understanding of the issues that they may be addressed. GVR requests that this invitation to attend its Board meetings and the meeting schedule be shared with all members of your HOA.

Attached is the 2016 meeting schedule. Because meetings are subject to change during the year, please visit www.gvrec.org to confirm date, time and location.

GVR looks forward to open and improved communications and a closer working relationship with the HOAs of Green Valley, which represent the majority of our area residents.

- C. GVC/GVR Moves Forward to Host Pima County Small Business Commission Meeting & Public Forum** - the GVC Executive board has formed a subcommittee to plan for hosting of the Pima County Small Business Commission meeting to be held at GVR's Desert Hills Center in Green Valley on October 20, 2016. Executive Office Manager Jen Morningstar and Marketing & Communication Specialist Sherri Cadeaux are GVR's liaisons to the GVC subcommittee. CEO Blumenthal is a commissioner on the Small Business Commission.
- D. Green Valley Community Complex Association [GVCCA]** – The relationship between Green Valley Recreation, Inc. and the GVCCA is especially important to GVR since the GVCCA has to give approval for any construction projects that may occur at GVR's West Center. GVCCA business members include KFC, Fletcher Tire, Continental Plaza, BMO Harris, Wisdom Eldercare, Wells Fargo, the Green Belt, GVR and Continental Professional Plaza. Assessments paid by GVCCA members keep the two private roads owned by the GVCCA that are continuous to GVR's West Center (Via Hermosa and Arco Iris) in immaculate condition benefiting those businesses. Currently on the GVCCA Board of Director are GVR CEO Kent J. Blumenthal, GVR Board Secretary Jim Nelson and former GVR Past President Stan Riddle.
- E. Safety & Security** - On Thursday April 14th, GVR Chief Operating Officer, Jim Conroy participated in a training in Tucson that focused on *Workplace Violence - Identifying, Preventing and Handling Potentially Violent Situations*. GVR Management is also planning May and June staff trainings with the Pima County Sheriff's Department to provide training related to Active Shooter Situations, Recognition of Disruptive Behavior, Response, Intervention and Prevention programs will be the focus of these trainings.
- F. GVR Annual Meeting Video** – A video of GVR's 2016 Annual Meeting of Members is posted on the GVR website so that members unable to attend may view the meeting at their convenience. The audio of the video was transcribed to provide Open Captioning to assist the hearing impaired. Simply click on the small white and red "CC" icon in the lower right section of the video to turn on closed and open captioning. The video may be found on the www.gvrec.org home page.
- G. GVR Board Internal Operations Orientation**
On Wednesday April 6th the GVR Board of Directors received training in internal operations and policy. The PowerPoint from that session is posted in the BoardEffect website enabling GVR Directors to reference it in the future.

H. Financial Update

The March 2016 financial statements show revenues of \$977,329 and expenses of \$724,619. Excess revenue over expenses is \$252,710.

[See 4/15/16 Governance eBlast for a link to the 'Consent Calendar' exhibits that include the March 2016 and February 2016 Financial Documents].

I. GVR Foundation [GVRF]

A. “Paws in the Pool” Fundraising Event – preparations are underway for the first annual *Paws in the Pool* GVR Foundation fundraising event. The fundraising event will allow dogs to swim in a GVR pool, subject to the pool being drained immediately thereafter for repair and/or maintenance purposes. GVR’s Madera Vista Pool, was selected to host the 2016 fund raising event, since it is scheduled for re-plastering of the swimming pool shell. The event date has been tentatively set for Saturday, August 6 with Sunday, August 7 reserved as a “rain date”, if needed. More information will be made available as event planning proceeds.

B. 2017 Strategic Goals – the GVR Foundation affirmed the following strategic goals for 2016 at its most recent meeting on April 7:

1. **Web Property**
 - a. Data Base - “E-Commerce”
 - b. Green Valley community narrative
 - c. Freeport MacMoRan Grant Proposal
2. **\$1 Million Milestone Campaign**
 - a. Honor/Recognition Plaza (engraved bricks)
 - b. Charter Corporate Partnerships
 - c. Estate Planning
 - d. “Paws in the Pool” Annual Fundraiser
 - e. Annual VIP Donor Reception
 - f. GVR/Club Relationships
3. **Southern Arizona Senior Games**
 - a. Donations
 - b. Club Tie-ins/Community Tie-ins
 - c. Out of State partnerships
4. **Member Assistance Program**
 - a. Buddy Program
 - b. Financial Assistance
 - c. Transportation Initiative
 - d. Needs Survey (85+)
 - e. GVRF Restricted Funds
 - f. 10-yr. Strategic Master Plan
 - g. Free Lending Library

C. Southern Arizona Senior Games – The Southern Arizona Senior Games are open to the General Public and GVR membership over the age of 50. 2016 results:

- 30 events
- 985 participants (2016: 997)

- 592 GVR members
- 393 General Public.
- Oldest male participant: 93 years
- Oldest female participant: 91 years
- 223 volunteers
- GVR Camera Club and senior games volunteers took photos of the 2016 games and provided a video which you can link to at www.gvrec.org.
- Sahuarita Police Department and Quail Creek Patrol assisted with the bike races which were held at Quail Creek and the Green Valley Fire Department assigned crews to monitor the 5K run/2K walk and to the three-day Pickleball tournament.
- Staff will discuss with GVR Pickleball Club leaders soon moving at least a portion of the 2017 Senior Games pickleball then you GVR's new East Center pickleball courts.

II. Marketing & Communications

A. **GVR NOW!**

Production of the May issue of GVR Now! is underway, with a publish date of Wednesday, April 27.

B. **Distribution of Publications**

The new Arts & Entertainment and Summer Class Catalogs have been distributed at 16 locations around Green Valley and provided to advertisers. Marketing has begun developing a rack card of public events and activities that will be distributed at key locations around Green Valley to promote subscription to GVR's eBlast. Marketing also will be redesigning the *Experience Green Valley Recreation* realtor's brochure with updated information and a smaller design to be mailed in an envelope. Production of the Fall Class Catalog and the Winter A&E program will begin in early July.

C. **Advertising & Sales**

Marketing is developing the 2017 sales program and rate sheet, which will build on print advertising and include sponsorships of individual programs (e.g. GVR Live! At the Movies and Lecture Series) as well as advertising in GVR's eBlast and message monitors. Deadline for space reservations for print ads in the Fall Course Catalog and A&E Fall/Winter program guide is July 1. GVR Clubs receive 10% off print ads.

D. **Branding**

Template horizontal and vertical flyers have been developed for the corporate signature brand as well as the sub-brands. The templates will be made available as Word documents so that images and copy can be added to customize flyers. The use of templates will help ensure a consistent, unified look for GVR and help build our brand.

E. e-Blasts

Staff continues to prepare comprehensive news items for inclusion in the weekly eBlast, GVR Update, and promote subscriptions. As of April 14 the email subscriber list now numbers 12,042. The eBlast open rate remains steady between 40-45% for each issue.

F. Queries with National Publications

GVR is actively pursuing placement articles or features with retirement magazines. Information has been provided to Healthy Aging magazine along with photographs of GVR facilities and amenities, which seems interested in doing a feature on GVR and Green Valley. A query letter also was sent to AARP magazine, and discussions are underway with Ideal Living magazine.

G. Social Media Engagement

GVR is seeing increased page views, reach and engagement on its Facebook page with nearly daily posts of happenings and events around GVR. As a result, from March 18 – April 14, our FB page “likes” now total 605, and we experienced increases in page views (up 27%), reach (14%), and post engagement (4%). The two posts with the largest views and reach were the announcement of Boyd Faulknor as our Employee of the Month, and a question asking our FB friends what they enjoyed most about Green Valley and GVR.

III. Recreation & Leisure Services

A. Leisure Classes & Tours

To date for Winter 2016, GVR has completed 6,182 class enrollments. 92 % of registrations were completed by a coordinator via walk-in/phone or mail. 7.4% of students registered on-line. In 2015, GVR had 6,082 enrollments (92.6% walk-in/phone/mail and 7.4% internet) and in 2014 there were 6,049 (95% walk-in/phone/mail and 5% internet).

The March tour to Barleen’s Opry Show was 84% full and our last winter tour – Ramsey Canyon and Wine Tasting Tour was 82% full.

GVR’s 2016 Summer catalog is available online and in all GVR Centers earlier than expected giving members the opportunity to take a sneak peek prior to registration. This summer we are offering four tours and 55 classes, including 12 new titles! On April 1, the first day of registration, GVR registered 50 members.

GVR is currently trialing an online version of the Course Evaluation questionnaire for a select group of classes at the Las Campanas Center. Participants in these classes will receive an email with a link requesting them to complete a survey to help provide us with valuable feedback regarding our leisure class offerings. If all goes well, we can implement the survey with all GVR classes beginning this summer. The survey is hosted by Survey Monkey.

B. Volunteer Program

1. GVR honored its volunteers during National Volunteer Appreciation Week, April 10 – 16, by running “thank you” spots on KVV and hosting the movie “Brooklyn,” for volunteers. They also were treated with free refreshments and a prize drawing.
2. In April, 29 GVR members attended a free class on compressions-only CPR and how to operate an automated external defibrillator (AED) device. This our largest class ever as interest in performing CPR continues to grow.
3. Three CPR WED classes were scheduled in April to certify GVR employees via the American Heart Association. Certifications are good for two years.
4. Fourteen GVR members attended the free Engage for Your Well Being! Class as a part of GVR’s and the GVR Foundation’s collaboration with Casa Community Services.
5. Maureen McCarthy will attend a workshop hosted by the Green Valley Sahuarita Volunteer Clearinghouse on April 22 on “Ways to Appreciate Volunteers and Work Teams.”

IV. Performing Arts

- A. GVR Live! 2015/2016 Performing Arts Season** came to a close with a sold out concert by B.J. Thomas followed an Elton John tribute show starring Craig A. Meyer. Year to date the GVR Live! Performing Arts Season has served a total of 3,921 patrons. It has been a very successful and exciting season.
- B. GVR Live! 2016 Summer Performing Arts Season** tickets are now available for purchase. GVR has again lined up top-notch performances with a diverse offering that ranges from Hawaiian Island music to Gershwin.
- C. GVR Live!** Has also served the Green Valley community with a variety of **special events**. Valley Players performed a play written by a local playwright - *Gene Artery and His Horse What’s-His-Name* at the end of March. This was an opportunity for club members to show off their skills on and off stage and the performance delighted all patrons.
- D. 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.
- E. GVR Live! Dances** have been a big success this year. All four dances have been sold out. GVR is extremely proud that the dance program has been revitalized. Due to the success of the dances, the goal is to increase the number of dances offered next season.

F. 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.

G. Education and Outreach – GVR Live! takes the arts into the community through education and outreach programs. The residents of Silver Springs assisted living enjoy the professional entertainment provided by GVR. Because many 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 and outreach programming has begun for the 2016/2017 Performing Arts Season.

V. Facilities Update

2016 Summer Maintenance Closure Schedule

When fewer members are using our centers during the slower summer months of May thru August, GVR schedules routine maintenance and repairs to keep our facilities in tip-top shape. Typical maintenance projects include painting, finishing or polishing of floors, replacing fixtures and electrical and plumbing work. Often areas must be unoccupied in order for the work to be completed. In order to minimize the inconvenience to members, GVR has scheduled partial closures so that only the area scheduled for maintenance is closed. Please check www.gvrec.org website and eBlasts for the 2016 Summer Maintenance Closure Schedule.

A. Abrego North

1. Agreement has been reached with the Country Club North (CCN) HOA to transfer ownership of property required for parking lot expansion at Abrego North Center to GVR in order to meet Pima County parking code. Special thanks to CCN HOA Board President Jerry Coffey for his efforts to get the agreement finalized.
2. Construction documents for Abrego North pool/spa will be submitted next week to Pima County. A contractor will be selected in May.

B. Desert Hills

All billiards tables at Desert Hills Center have been re-covered.

C. Canoa Hills

GVR's landscape team is currently landscaping the gazebo area at the Canoa Hills pool grounds. When completed, members will enjoy an expanded deck area and grounds with softer native southwest foliage.

D. Casa Paloma I

Pool and spa handrails at Casa Paloma I are being re-coated to lessen surface heat and aid grip.

E. Continental Vistas

1. New LED exit lights have been installed.
2. The recreation room has been completely re-lamped with LED ceiling mount fixtures.

F. Canoa Ranch

1. A new 'Lat Pulldown' fitness apparatus has been installed in the Fitness Room.
2. New LED EXIT lights have been installed.
3. A four-to-ceiling mirror has been installed in the dumbbell-it use area
4. New wall-mounted racks are being fabricated for the fitness balls, bosu ball, exercise mats and fitness step in the Fitness room to allow for additional stretching area.
5. The Basketball hoop has been replaced.

G. Las Campanas

New fitness equipment (Back Extension, Leg Extension, Chest Press, Fly/Rear Delt) have been installed in the Fitness Room.

H. East Center

1. Newly powder-coated bleacher risers have been reinstalled at the Pickleball Courts.
2. A sport/backpack/bag rack will be installed in the Fitness Room.
3. New electric, Tele/Comm wiring and water supply are being pulled to the East Center Tennis Courts.
4. New LED EXIT lights have been installed.
5. Billiard Tables have been re-covered.
6. Pool and spa handrails are being recoated to lessen surface heat and aid in grip.

I. Santa Rita Spring

Drains in the Clay Studio were hydro-jetted and cleared of clay build-up.

J. West Center

Two billiards tables have been re-covered.