



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 20, 2016)

I. Community Outreach & Public Relations

A. HB 2592 Signed into Law May 11 by Gov. Ducey

Gov. Doug Ducey on May 11 signed HB 2592 (Non-profits: Electronic Voting) with the new law taking effect in 90 days, initiated by GVR and introduced by Rep. Chris Ackerley (R-Sahuarita). The legislation amends state laws to allow non-profit organizations with memberships to conduct electronic balloting as a cost-saving measure. The new law will save GVR time and money annually from not having to print, assemble and mail ballots to its 13,470+ member properties. A Resolution of the Board to change from using a mail ballot to electronic voting is on the agenda for the May 24 Board meeting.

B. GVR Pickleball Club Named 2016 'Best of the Best' by ideal-LIVING Magazine

The national active adult retirement magazine, ideal-LIVING, has named Green Valley Recreation, Inc.'s Pickleball Club as the 'Best of the Best' in its Summer 2016 edition to be published in June. The honorees also will be revealed on the magazine's website at www.ideal-LIVING.com. The designation validates Green Valley Recreation's vision of becoming the destination of choice for active adults and retirees. GVR's Pickleball Club was one of 10 designees in this category to earn the honor. A special editorial committee of assembled by ideal-LIVING reviewed the qualifications of each nominee and selected this year's winners. For more than 25 years, ideal-LIVING magazine has been a leading national publication for readers who are nearing retirement age or who are interested in the benefits of relocating their families or businesses. The quarterly magazine has over 100,000 subscribers.

Recognition of the GVR Pickleball Club was a result of outreach to ideal-LIVING by Marketing & Communications Specialist, Sherri Cadeaux. One of Marketing's responsibilities is to draw attention and recognition to GVR. Where opportunities present themselves, press releases and award applications for specific GVR events or programs are submitted. Marketing will continue to pursue article placement and GVR/Green Valley profiles in AARP, Active Aging and exercise dealing with various scenarios.

C. The Engage! Collaboration - An invitation to participate in the Engage! program with Casa Community Services was mailed to 2,255 GVR members 80+ years of age in May. Included in

the mailer was a flyer describing the collaboration and discounts for GVR members; a questionnaire with a return reply envelope, and an invitation for a tour and free lunch at Casa. To-date over 200 questionnaires have been returned and tour-lunches scheduled on three separate days were filled. The results of the questionnaire are currently being tabulated. Printing and postage for this correspondence was paid for 100% by a grant from Freeport McMoRan Community Foundation.

D. GVR Foundation [GVRF]

1. **Web Property Development (www.RetireArizona.org)** - The GVR Foundation (GVRF) Board voted to resubmit a grant application to the Freeport McMoRan Community Foundation to support development of the Web Property www.RetireArizona.org. The Foundation has development of the Web Property as a 2016 strategic goal and an important opportunity to increase interest in Green Valley and demand for GVR member properties among active adults and retirees. The GVRF Board also voted to submit a grant application to the Tohono O'odham Nation to support Web Property development. Both grant applications, prepared by CEO Blumenthal (GVRF Secretary/Treas.) and GVRF VP Brad Stillahn, must be submitted to each organization, respectively, by the end of May. The Green Valley Council, Green Valley/Sahuarita Chamber of Commerce, and the Greater Green Valley Community Foundation are expected partners for the grant application. Through County Supervisor Ray Carroll, Pima County will partner for the GVRF grant application to the Tohono O'odham Nation. A request for GVR to endorse the grant applications is on the agenda for the May 24 Board meeting.
2. **Aug. 6 'Paws in the Pool' will raise funds for GVR Foundation** – planning is 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 that will be drained immediately thereafter for scheduled repair and/or maintenance. "Free Will" donations by dog owners will be accepted and additional corporate underwriting is anticipated. GVR's Madera Vista Pool, scheduled for re-plastering in August, was selected to host the 2016 fundraising event. The event will be held on Saturday, August 6. Sunday, August 7 is reserved as a backup "rain date". More information will be made available as event planning proceeds.

E. Financial Update

April 2016 financial statements show revenues of \$907,767.00 and expenses of \$697,768.00. Excess revenue over expenses is \$206,999.00.

[See 5/20/16 Governance eBlast for a link to GVR Board meeting 'Consent Calendar' exhibits that includes the April 2016 Financial Documents].

II. Marketing & Communications

A. Media & Public Relations Workshop

In collaboration with the Green Valley Council (GVC), GVR has organized a half-day training workshop on July 7 for community leaders including the GVR Board of Directors, the GVR Foundation Board, the GVC, the Greater Green Valley Community Foundation, and the Town of Sahuarita. The training workshop includes presentations by a panel of three experts, a Q&A, and small group exercise dealing with various scenarios. The goal of the training is to help community leaders more effectively deal with the community and media to foster good relations.

B. GVR NOW!

Production of the June 2016 issue is underway, with a publish date of May 25.

C. Publications

1. Color flyers and rack cards were designed and printed to promote the summer A&E season in the Tucson market. Marketing has contracted with a vendor to distribute and post the flyers and rack cards in more than 400 Tucson locations, including public bulletin boards, grocery stores, coffee shops, retailers, restaurants, night clubs and hotels and resorts. The West Center Box Office staff will be tracking the number of callers and inquiries received from those who heard about GVR Live! performances from this marketing effort.
2. Production of the 28-page Fall/Winter A&E program brochure is underway as this publication will be distributed by July 1 to promote season ticket sales. Production of the Fall Class Catalogue will begin in June.

D. Advertising

GVR is pilot-testing a one-year, online advertisement with ideal-Living magazine (www.ideal-living.com) to market GVR and Green Valley nationally. Since GVR's website listing was posted May 1, GVR has already received seven leads from people interested in learning more about GVR. GVR expects to receive many additional leads following June 2016 publication of ideal-Living magazine's feature on the GVR Pickleball Club as the "Best of the Best." Staff is preparing marketing packets, procedures, and assignments to follow-up on all sales leads that will include a phone call from a Member Services coordinator and a packet of mailed information.

E. Award Application Submitted for Arizona Parks and Recreation Association

GVR recently submitted an award application to the Arizona Parks and Recreation Association for the University of Arizona Musicians on Tour partnership. GVR and the University of Arizona Fred Fox School of Music initiated an exciting partnership and 2016. This unique partnership provided University of Arizona music students with the opportunity to perform at a professional performing arts venue and gain valuable performance experience.

F. Sales

Marketing has developed a sponsorship program for GVR's Free Lecture Series and will contact presenters to ascertain interest in presenting sponsorships. GVR offers nearly 80 free lectures annually from 15 or more regularly presenting organizations. Additionally, marketing is

contacting area businesses to invite them to place ads in the Fall/Winter A&E brochure and the Fall and Winter Class Catalogues.

G. Media Coverage

CEO Blumenthal was the subject of an in-depth profile piece written by Kitty Bottemiller and published in the May 11 Green Valley News. The interview itself was 2.5 hours, resulting in a profile article that was very thorough and fair. The newspaper has created a reprint for our use to share with members and prospective members to promote GVR.

H. Social Media

Compared with last month, GVR's Facebook page reached 4,969 people (increase of 191 percent), engaged 3,125 people (up 27 percent), and increased page "likes" by 24 for a total of 635 likes or followers. The posts generating the greatest reach and engagement included our announcement of the GVR Pickleball Club's "Best of the Best" honor with a reach of 3,000, and our posting of a video on Green Valley presented by Terry Bradshaw with 2,200 views. The days and times that GVR followers frequent Facebook the most are from 8-9 am and 5-8 pm, and on Wednesdays and Saturdays. Posts are scheduled to coincide with these times to generate the greatest reach, shares and engagement.

I. e-Blasts

Nearly all GVR staff contribute comprehensive news items for inclusion in the weekly eBlast, *GVR Update*. As of May 17, 2016, the email subscriber list now numbers 12,237, an increase of 509 since last month. The average open rate has dipped from 45 percent to 40 percent in the past month, likely due to part time residents transitioning to their summer homes.

J. Communications Survey

In July, 2016 GVR will conduct an online survey to help evaluate two of our primary communication tools – the weekly eBlast and the monthly GVR Now! The survey will help evaluate the perceived value and effectiveness of each in sharing news and information to members and the general community. The survey will be sent out as a link in a stand-alone eBlast and print survey forms will also be made available at all GVR centers.

III. Recreation & Leisure Services

A. Clubs and Reservations

1. Invitations have been sent to HOA's to reserve their space for 2017 meetings and social events.
2. Member rosters for all 62 GVR clubs are being verified.
3. Various community groups are being contacted for scheduling of the Fall and Winter GVR Lecture Series.
4. On Tuesday May 10, 2016 Karen Rans, GVR Recreation Supervisor, presented at the Green Valley/Sahuarita Realtors Association meeting and explained the process to form a GVR Club. This is part of our attempt to continually educate local realtors about the benefits of purchasing a GVR home.

5. On Tuesday April 28, 2016 CEO Blumenthal attended and Karen Rans volunteered and assisted at the Green Valley Sahuarita Chamber of Commerce Annual Dinner held at the Desert Diamond Casino.

B. Leisure Classes & Tours

1. On May 3, GVR management staff conducted their first discovery meetings with Mike Baldwin of PerfectMind™. PerfectMind™ is the new computer software system that will replace the CLASS system currently in use.
2. GVR Leisure Classes completed the Winter session with 6,383 enrollments. 92.7% of enrollments were via Member Services Coordinator (walk-in/phone/mail) vs. 7.3% Internet registrations.
3. GVR has started its summer class session with 501 enrollments. 94.6% enrolled via Member Services Coordinator (walk-in/phone/mail) vs. 5.4% Internet registrations.
4. GVR hosted our first summer tour to Chase Field for an AZ Diamondbacks game on the May 15th. The next tour to the Kitt Peak Observatory on June 29 is sold out.
5. An online GVR Course Evaluation questionnaire was launched with the 2016 summer session. All Member Services Coordinators have been trained on how to share the email and link with member and non-members who have completed a class with GVR. The survey is hosted by Survey Monkey.

C. Customer Service

GVR staff member Kate McCormick was selected to fill the Member Services Coordinator position currently held by Recreation Supervisor Rosita Studevan. Rosita is returning to Michigan. Kate brings a strong professional skill set to this position and an outstanding commitment to service and will begin in her new role on June 3.

D. Volunteer Program

1. Twenty-two GVR members were recently successfully trained in CPR and how to use an automated external defibrillator (AED) device. Interest and attendance in these classes continues to grow.
2. All three GVR staff CPR instructors (Maureen McCarthy, Erica Whitchurch and Mary Melich) were re-certified by the American Heart Association according to the new 2015 AHA guidelines. GVR also received new instructor handbooks, instructional manuals and a training DVD based upon the new guidelines.

IV. Performing Arts

- A. GVR Live! 2016 Summer Performing Arts Season** begins on May 17, 2016. HAPA kicks off the summer season with traditional and modern sounds of Hawaii. The summer season is filled with a variety of great entertainment that includes country, bluegrass, rock-n-roll and American standards. GVR Live! is proud to have the US Military Intelligence Corps Band return for another great 4th of July concert. GVR Live! is a great way to celebrate the summer in Green Valley.

- B. GVR Live! 2016/2017 Performing Arts Season brochure** is in progress and will be available on July 1, 2016. Season tickets go on sale at this time with individual tickets on sale September 1, 2016.
- C. Green Valley Recreation's partnership with the University of Arizona** came to a close in April. GVR has been proud to present UA Musicians on Tour. UA Musicians on 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. GVR plans to continue this partnership again in the 2016/2017 season.
- D. 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. The latest session was held on May 19.
- E. GVR Live! takes the arts into the community** through education and outreach programs. Julie Vance, Senior Recreation Supervisor, visited Wade Carpenter Middle School on Monday, May 9 to talk to students about the arts and careers in the arts. The goal is to continue working with the school to bring more programming to the school during the 2016/2017 season. In addition to working with Wade Carpenter, a meeting is planned with Scott Hagerman of Continental School District to discuss educational opportunities for his students during the 2016/2017 school year.
- F. The residents of Silver Springs** continue enjoy the professional entertainment provided by GVR. Andy Hersey performed in April and shared a great variety of country classics with the audience. HAPA will also perform at the facility in May and bring their sound from Hawaii. These artists are a wonderful representation of the program diversity offered by GVR Live! and the organization's dedication to the Green Valley community.
- G. Preparations continue for the GVR Live! outdoor series and special event series.** These events will enhance an already exciting performing arts season. Tickets for these events will go on sale on September 1, 2016.

V. Facilities Update

A. Abrego North Pool

WSM Architects, AquaDesign International, and staff are presently reviewing bids from qualified contractors to construct the new Abrego North pool/spa. A recommendation for a contractor may be ready in time for the May 20 for Board meeting. Plans were distributed to pre-qualified bidders this month. Staff met with some of the potential bidding contractors on site the week of May 9 to look over and walk the project.

B. 2016 Summer Maintenance Closure Schedule

GVR schedules routine maintenance and repairs to keep our facilities in tip-top shape when fewer members are using our centers during the summer months. 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.

C. Absolutely Trees, GVR's tree trimming contractor, will begin trimming 62 palm trees throughout GVR properties beginning the middle of May.

D. MSC Lobby Gets Makeover and New Functionality

After months of design and construction, the lobby at GVR's Members Services Center is getting the finishing touches before final completion. The lobby often serves as a reception and welcoming office for new GVR members, but updating was needed not only for aesthetics but to provide additional work space and functionality. The new lobby area provides work space for one staff to take incoming calls and another to greet walk-in visitors. Part of the reception desk is lowered to accommodate people in wheelchairs. The renovation incorporates GVR's new corporate colors with natural tones and desert textures for a soothing and modern look. An Open House for GVR members to tour the remodeled lobby will be held on Monday, June 13.

E. Abrego South

Pool covers have been cleaned and wrapped for summer storage

F. Continental Vistas

1. Pool covers have been cleaned and wrapped for summer storage.
2. Exterior parking lot lighting at Continental Vistas has been repaired.

G. Canoa Hills

1. Pool covers have been cleaned and wrapped for summer storage.
Grounds keeping completed improvements in the gazebo area at the Canoa Hills pool grounds and electrical maintenance staff installed a new fan and lighting at the gazebo.
2. The igniter and flame sensor at the Canoa Hills Pool main pool heater (boiler) malfunctioned which caused the heater to shutoff Sunday April 24th. Aquatics maintenance staff ordered needed parts and resolved the problem.

H. Canoa Ranch

1. The Canoa Ranch Center pool and spa is receiving a thorough makeover during May and June. The pool closed beginning May 2 for re-plastering and a realignment allowing for the addition of one new swim lane for a total of four swim lanes. There is no change to the pool depths. The failing pool deck is being replaced with two-color concrete deck. The target pool/spa re-open date is June 22.
2. New custom made racks to hold and house steps and balance/stability equipment have been installed to expand floor space for stretching, and a new horizontal magazine rack was installed.

3. A new and larger mirror was installed in the free-weight area.

I. Casa Paloma I

1. Pool covers have been cleaned and wrapped for summer storage.
2. Casa Paloma I demo work for re-plastering of the pool is underway. The pool deck will also be receiving a fresh coat of paint during the closure. The pool area is scheduled to re-open on June 1.
3. Grounds keeping is revitalizing the horseshoe pits.

J. Casa Paloma II

1. Pool covers have been cleaned and wrapped for summer storage.
2. Drywall damage from a roof leak of the ceiling and interior wall at Casa Paloma II has been repaired.
3. New acoustic panels were mounted on the walls.

K. Desert Hills

1. Pool covers have been cleaned and wrapped for summer storage
2. Aquatics Maintenance Staff completed installation of new deck drains at the Desert Hills pool and spa deck.
3. Upper parking lot lights at Desert Hills have been repaired.

L. East Center

1. Pool covers have been cleaned and wrapped for summer storage.
2. Newly powder-coated bleacher risers have been re-installed at the new Pickleball Courts.
3. A new attendance reader at the East Center Pickleball courts is now operational.
4. Work has begun on bringing electric and Tele/Comm to the East Center Tennis Courts.

M. Las Campanas

1. Pool covers have been cleaned and wrapped for summer storage.
2. An ailing tree is going to be inspected by an arborist to help determine what can be done to return it to good health.

N. Madera Vista

1. Pool covers have been cleaned and wrapped for summer storage
2. A new shade structure over the pool equipment room is being installed.
3. An ailing tree is being inspected by an arborist to help determine what can be done to return it to good health.

O. Santa Rita Spring

Pool covers have been cleaned and wrapped for summer storage

P. West Center

Pool covers have been cleaned and wrapped for summer storage