



## CEO HIGHLIGHTS

### An Overview of Recent Activities, Operations, and Initiatives Conducted for & On Behalf of GVR Members and the Board of Directors (As of June 17, 2016)

#### I. Community Outreach & Public Relations

**A. We're Celebrating!** On Monday June 13 GVR staff had the pleasure of guiding approximately 30 GVR members thru the newly renovated and reconfigured MSC lobby. The redesigned lobby includes an ADA compliant front desk, receptionist area, additional workstation and membership accounting office. The restrooms have also been updated with new tile, counters and light fixtures. The work was accomplished by extremely talented GVR Facilities staff instead of independent contractors reducing the overall project cost. During the open house there were numerous compliments on the incorporated natural tones and textures of the desert and GVR's brand colors of turquoise and copper.

Future celebrations are being planned for the Canoa Ranch Pool reopening on July 1 and for the reopening of the Abrego North pool in mid-September.

**B. Agreement between Area Multiple Listing Services and Relationship to Realtors & Title Companies** – the recent merge of MLS listings of the Green Valley/Sahuarita and Tucson Association of Realtors has prompted GVR to start work on a plan to educate Tucson realtors about Green Valley Recreation, Inc., our amenities, programs and deed restricted properties within GVR Boundaries.

**C. The Engage! Collaboration** – As a result of a Direct Mail Piece that was sent out in late April, 50 GVR members over the age of 80 registered to attend tours of Casa Community Services followed by a free lunch at the Senior Lunch Program in the month of June.

1. 25 people over the age of 80 registered to attend the tour and free lunch in May.
2. Nineteen GVR members attended the "*Engage for Your Well Being*" class on June 8 at Desert Hills.
3. 2,255 questionnaires were sent to households with a member over the age of 80.
4. Of the 2,255 questionnaires that were mailed, 195 or 8.6% were returned.

**D. GVR's Aug. 6 'Paws in the Pool' fundraiser**– planning is underway for the first annual *Paws in the Pool* event. Marketing has secured a mascot dog costume for the event and is managing exhibitors and promotion of the event. A large banner will be secured to the fence line facing the street at the Madera Vista Center. The event is listed in all weekly e-blasts, and a news release will be issued in mid-July. Registration has begun and we have some excited GVR members and their canines looking forward to making a splash!

**E. Financial Update**

May 2016 financial statements show Revenue of \$794,729 and expenditures of \$594,542 for a positive bottom line of \$200,187.

*[See 6/17/16 Governance e-blast for a link to GVR Board meeting 'Consent Calendar' exhibits that includes the May 2016 financial documents].*

**II. Marketing & Communications**

**A. GVR NOW!**

Production of the July issue is underway, with a publish date of June 22.

**B. Publications**

Production of the 32-page Fall/Winter Performing Arts Season program brochure is underway and will be printed and delivered the week of June 27. Another half page ad was sold as a yearly contract to True Concord of Tucson for inclusion of their ad in both the Fall/winter and Spring/Summer A&RE brochures. Production of the Fall Class Catalog begins in early July for printing and distribution in late August.

**C. Ideal-Living Advertising**

GVR's online listing with Ideal-Living magazine ([www.edeal-living.com](http://www.edeal-living.com)) has resulted in 13 leads from people interested in learning more about GVR. Customer service coordinators are following up to qualify all sales leads and then mailing out an informational packet to persons interested in relocation Green Valley and joining GVR.

**D. Sales**

To generate non-dues revenue, Marketing has finalized a 2017 Sales Program. The program includes print ads in both the A&E brochures and Class Catalogs, as well as sports court banners, and digital ads in our weekly e-blast. Marketing continues to pursue sponsorships of GVR's Free Lecture Series and the 2016/2017 Arts & Entertainment Season. An e-blast with the new 2017 ad opportunities and rate card was sent to 94 current and prospective advertisers on May 14. The deadline for ads in the Fall Class Catalogue is August 1.

## **E. Social Media**

Compared with last month, GVR's Facebook page reached 4,969 people (an increase of 191%), engaged 3,125 people (an increase of 27%), 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, AZ presented by Terry Bradshaw receiving 2,200 views. The days and times that GVR's followers frequent Facebook the most are from 8-9 am and 5-8 pm, and on Wednesday and Saturdays. Marketing schedules its posts to coincide with these times to generate the greatest reach, shares and engagement.

## **F. e-Blasts**

As of June 16, GVR had 12,116 e-blast subscribers. The average open rate has dipped again from 40 to 36%, which is not unexpected as we enter our non-peak summer season with many residents traveling or residing at their summer homes.

## **G. Media & Public Relations Workshop**

Marketing has organized a half-day training workshop on July 7 for GVR's leadership team, the GVR Board of Directors, the GVR Foundation Board of Directors, 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.

## **H. Communications Survey**

An online Communications Survey has been finalized and will be made available to GVR members through a link embedded in the e-blast and will be published in GVR NOW! July issue. The survey is designed to evaluate the perceived value and effectiveness of information sharing of GVR NOW! And GVR's e-blast. The survey period is July 15-23. Paper copies also will be available in all centers if members do not have access to a computer and the internet.

# **III. Recreation & Leisure Services**

## **A. Clubs and Reservations**

1. Staff has scheduled the fall and winter lecture series. The schedule includes Arizona Oncology, Green Valley Gardeners, Tucson Audubon, Sarver Heart and the Parkinson's Group to name a few. Traditionally our lectures are free and open to the public.

2. We are scheduling for free bike safety classes with the Pima County Bicycle Safety program. The classes were well received last season and they provide a free helmet and lock at no cost to the participants.
3. GVR staff hosted a dedicated space club meeting to discuss electronic voting, classes and cost recovery. We had great participation with an audience of 20 including staff, club members and GVR board members.
4. GVR Reservation staff is working on scheduling the local HOA's that utilize GVR facilities for their monthly and yearly HOA meetings.

## **B. Leisure Classes & Tours**

1. This summer our registrations are up 56% over last year. 654 registrations have been processed with 95.6% processed via coordinator (walk-in/phone/mail) vs. 4.4% Internet registration. This compares to 2015 figures with 419 registrations with 97.1 via coordinator and 2.9% via the internet.
2. We hosted our first summer tour to Chase Field for an AZ Diamondbacks game, the next tour to Kitt Peak Observatory on June 29 is already sold out and the upcoming concert and Mt. Lemmon tours are already beginning to fill.
3. PerfectMind (our new database system to be implemented before the next fiscal year) sent a data collection spreadsheet to GVR to gather pertinent information to begin building our database, e.g., GL codes, employee names, title, phone numbers and email addresses, fees, recreation centers and their amenities, business hours, etc. All departments participated in the data collection to ensure all information was completed accurately and the data was submitted back to PerfectMind.
4. Fall Classes are nearly fully scheduled. In early July the information will be downloaded to begin formatting and proof processes before it is presented to the printer.
5. In conjunction with the summer session we have rolled out an online version of the Course Evaluation survey hosted by Survey Monkey. All coordinators have been trained on how to share the email and link with member and non-members who have completed a class with GVR.

## **C. Customer Service**

**Membership Has Its privileges!** GVR members and tenants pay for the privilege to participate in activities at our facilities, and also for their guests to join in on all the fun. We have a responsibility as a corporation to honor their investment by making sure people are not abusing the system. We also need to confirm that someone using a Guest Card is a legitimate guest, and not someone from an adjacent community accessing our facilities with a guest card.

This summer we are initiating a campaign at GVR that supports and underlines the privilege of GVR membership.

#### **D. Customer Service**

1. Customer Services Supervisor, Rosita Studevans last day at GVR was June 3, 2016. We wish Rosita well on her new adventure and appreciate the excellent work she did for GVR while we were lucky to have her as part of our team.
2. Congratulations to Kate McCormick who has replaced Rosita as Customer Services Supervisor. Kate brings a great deal of professional experience to this customer service supervisory position. We ask everyone to support Kate in her new position.
3. Currently the Member Service Coordinator Staff includes full and part time positions. During summer months we make every attempt to properly staff the office while providing for continued training and giving staff the opportunity to take some personal time. From time to time you may notice early closures or late openings to accommodate this. We are thankful to have such a flexible and dedicated staff so that we can keep our center offices open as much as possible even during the summer months.
4. During the coming year we will be training our coordinator staff to use the new PerfectMind database and everyone is looking forward to being able to serve our membership in a more efficient and current manner.
5. Customer service training is being developed for our coordinators will also be a major focus in the coming year.

#### **E. Volunteer Program**

1. GVR is participating in a study on “social relationships” within senior citizen communities conducted by Arizona State University. On June 7 sixteen GVR employees participated in focus groups led by Dr. Robin Bonifas, Associate Professor at ASU, to discover specific challenges people experience including their nature and frequency. The researchers will recommend interventions, tools and possible solutions to afford positive outcomes. Participants will evaluate the effectiveness of interventional suggestions, the results of which will be published. Once complete, GVR will share the findings with other recreational organizations in Arizona.
2. **The June New Member Orientation** had a high registration of 50 new members. Of those attending all were homeowners and only one had previously been a tenant.
3. **June 13 AED class** – the interest in CPR and how to use an automated external defibrillator (AED) device continues to grow. The June class saw registration of 26 while the average size in June is 7!

#### **IV. Performing Arts**

- A. **GVR Live! 2016 Summer Performing Arts Season** was pleased to present Claudia Nygaard on June 2. She shared her unique and fun brand of country! The summer season

continues with *Back to the Fifties* from Missouri Opry on June 21. GVR Live! Is proud to have the US Military Intelligence Corps Band return for another great 4<sup>th</sup> 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. This is the biggest and most exciting GVR Live! Season. The schedule includes great theatre performances, a variety of exhilarating concerts and a few surprise performances added to the mix. It is going to be a wonderful season.
- C. Now that the GVR Live! 2016/2017 season** has been determined and the brochure is ready to go, planning begins to make all of these great events happen. Staff will put a great deal of time and energy into making sure all the events are facilitated with ease and patrons are pleased with their experience at GVR. In addition, scheduling for the GVR Live! 2017/2018 season will begin within the next month.
- D. GVR Live!** has enhanced the outdoor concert series by adding two additional performances. This season, GVR Live! Will present five outdoor shows throughout the Green Valley area. These events will go on sale September 1, 2016.
- E. Performing Arts Program Volunteer Training** continues thought 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.
- F. GVR Live!** Takes the arts into the community through education and outreach programs. Julie Vance, Senior Recreation Supervisor, met with Scott Hagerman of Continental School District to discuss educational opportunities for his students during the 2016/2017 school year. At this time, GVR is working with the district to plan a performance for students at GVR with a follow up workshop at the school. Additional outreach opportunities are being explored to allow GVR to share the arts with students throughout Southern Arizona.
- G.** The residents of Silver Springs continue to enjoy the professional entertainment provided by GVR. Claudia Nygaard put on a wonderful show for the residents and Jerry Prunty from the Missouri Opry will perform on July 23. These artists are a wonderful representation of the program diversity offered by GVR Live! And the organization's dedication to the Green Valley community.

## **V. Facilities Update**

### **A. Abrego North Pool**

Great progress has been seen on the Abrego North Pool project, with all of the old pool shell and deck removed, and framing beginning this week. Last week, workers from Shasta Commercial & Olympic Division of Phoenix demolished and removed the old decking, pool and spa. The estimated completion date is early September, barring weather delays. The new “L”-shaped pool will be 2,324 sq. ft., and will provide space for lap swimming and other aquatic activities. The project also includes a new 113 sq. ft., spa. GVR is planning a fun Grand Re-opening when the pool is complete.

### **B. Canoa Ranch Pool Closure and Makeover**

1. The pool project is progressing well. The new two toned deck has been poured and new plaster has been applied to the pool vessel which has been re-filled with water. During this period of maintenance GVR Staff are also re-painting both locker room, installing grab bars and replacing trim finishes. We will be conducting a re-opening event of all areas on Friday July 1.
2. In the fitness room Bike #35 has a new seat on order and the deck slat on Treadmill #52 has been replaced
3. The hardwood floors in the Saguaro and Palo Verde Rooms have been refinished by a flooring finish contractor.

### **C. Casa Paloma I**

1. The pool re-plaster and deck repair project at Casa Paloma I has been completed and on June 3 reopened to the members.
2. The Recreation Room floors have been refinished.

### **D. Casa Paloma II**

1. The pool area and locker rooms are closed while the pool is being re-plastered. Deck repairs and painting are also part of the project. Re-opening of the pool and locker rooms is scheduled for July 1.
2. The Recreation Room floors have been refinished.

### **E. Desert Hills**

1. Batteries have been replaced for the upper display of the NuStep.

### **F. East Center**

1. New custom made backpack racks have been installed at the Pickleball courts
2. New vinyl was installed on two weight benches, back extension, seated row and leg press.

3. The electrical rough-in work for the new electrical at the East Center Tennis Courts has been called into Pima County for inspection.

**G. Las Campanas**

1. Vinyl on the arm curl machine has been replaced
2. Bolts on the posterior flexibility machine have been tightened.
3. A Flooring finish contractor has refinished the Racquetball courts at Las Campanas.

**H. Madera Vista**

The Recreation Room floors have been refinished.

**I. Santa Rita Springs**

1. New vinyl has been installed on the pectoral machine arm pads.
2. The hardwood floors in the Anza Room have been refinished by a flooring finish contractor.

**J. West Center**

The curbing in the main parking lot for the West Center auditorium was painted 'safety yellow' to aid in visibility.