



CEO HIGHLIGHTS

An Overview of Recent Activities, Operations, and Initiatives Conducted for & On Behalf of GVR Members and the Board of Directors (As of September 23, 2016)

1. Community Outreach, Public Relations, Marketing & Communications

- In late August, CEO Kent J. Blumenthal and CFO Cheryl Moose met with our insurance brokers to discuss policies, GVR coverages and the potential of GVR's implementing an affinity program for members.
- Blumenthal met with Pima Council on Aging (PCOA) President & CEO W. Mark Clark to discuss the potential of GVR hosting a PCOA new lecture series "Aging Mastery" in early 2017.
- Blumenthal and Conroy met with U of A/Banner Hospital Cardiologist, Dr. Marvin Selpian to discuss the possibility of offering GVR members an opportunity to participate in testing new technologies that measure 'range of motion' and other health and wellness-related elements.
- GVR's General Counsel, Wendy Ehrlich met with Blumenthal and Board Affairs subcommittee members and staff to discuss completion of Phase I of the legal review of GVR Governing documents (Articles of Incorporation; Bylaws; Corporate Policy Manual) and initiation of Phase 2 that will consider potential improvements and best practices in GVR governance policies and procedures.
- In early September, Blumenthal invited organizational effectiveness consultant, Dr. Marcia Shaw of Intentional Management, to provide training to the Staff Leadership Team that is comprised of all GVR department directors and supervisors.

- Three grant applications were submitted to the Country Fair White Elephant on September 13 on behalf of the GVR Foundation. Special thanks to several GVR Staffers for their support in helping to prepare the grant applications: Karen Rans, Gina Peters, Cheryl Moose, and Jen Morningstar. The grant applications were submitted for:
 - 2017 Member Assistance Program (MAP)
 - 2017 Southern Arizona Senior Games (Volunteer Support/Uniforms)
 - www.RetireArizona Website Advisory Council (IT support)
- GVR Grand Re-opening Events – In service to our 23,000 members, the Corporation will publicly acknowledge its ongoing achievements and improvements as events occur. Recent ‘Grand Re-opening’ events celebrated centers with recent pool and spa expansions and improvements. Celebrations were held at Desert Hills, Santa Rita Springs, and Madera Vista, and most recently, our Grand Celebration of the re-opening of Abrego North (ABN) Center’s enhanced pool and spa on September 22. Events included flyers or programs, refreshments and healthy snacks (no so much muffins), balloons, music, and eBlast announcements or news releases on the event. We also designed the commemorative t-shirt for the ABN opening.
- Much to the delight of members, we introduced free library kiosks in the lobbies of six of our major centers. Located at East, West, Canoa Hills, Canoa Ranch, Las Campanas and Desert Hills Centers, the kiosks are stocked with books for members to "take one and leave one" for another member.

After a call for volunteer "librarian" stewards to help oversee the new program, GVR had a great response from members with every location having a steward.

- *ideal-Living Magazine*: GVR was one of 13 retirement communities featured in its eBlast and its online version issued Sept. 15, which immediately generated more than a dozen inquiries about GVR. Staff is sending out informational packets as well as following up with calls to those who inquire about Green Valley and GVR. GVR has received 36 unsolicited inquiries since May 1, 2016.
- *GVR NOW!*: Production of the October 2016 issue is underway, and will be available in all GVR centers on Wednesday, Sept. 28.

2. Advertising/Sponsorships:

- Programs for advertising/sponsorship under construction to help generate non-dues income include: digital monitors at GVR centers; eBlast; websites (GVR & RetireArizona); sport court banner & wrap; mailing inserts; tennis & pickleball tourney sponsors; GVR fleet sponsorship; Arts & Entertainment catalog; GVR leisure education course catalog.
- Collaboration with Green Valley Council (GVC) on two projects: Pima County Small Business Commission (SBC) Community Forum on October 20, and the Green Valley Community Health Directory funded by a generous grant from the Greater Green Valley Community Foundation.
- Staff met with Greater Green Valley Community Foundation (GGVCF) Executive, Director Michelle Phillips to discuss the GVR Foundation/GGVCF collaborative International Fest/Mariachi Festival at West Center in March 2017.
- Social Media: For the past month, GVR's Facebook page views increased 125 percent and "likes" increase by 14 percent. The three top sources for referrals to GVR's Facebook page were Facebook (likes and shares on FB that brought others to our page), Google, and the GVR website. The posts on Sept. 15 and 16 of the Grand Reopening of Madera Vista's pool/spa had an engagement of 229.

3. Finance

- August 2016 financial statements show Revenue of \$6,821,909 and expenditures of \$5,686,374 for a FY 2016 positive bottom line thus far of \$1,135,535. *[NOTE: See 9/23/16 Governance eBlast for a link to GVR Board meeting 'Consent Calendar' exhibits that includes August 2016 financial documents].*

4. Recreation & Leisure Services

Clubs and Reservations:

- Staff reviewing club membership rosters and notifying clubs to update and correct their people member rosters.
- Staff confirming the fall and winter GVR Lecture series and adding to the GVR master calendar.
- An online survey was sent to over 500 people who participated at the 2016 Southern Arizona Senior Games. Survey responses will help planning for future Senior Games.

Volunteers/COA's/Engage!

- 55 people registered for the September GVR Orientation. The Orientation is intended for new members and current members who want to learn more about all that GVR has to offer.
- 15 GVR members attended GVR's CPR AED training on September 12. The training is currently provided by GVR at no cost to participants.
- Seven GVR employees participated in American Heart Association AED/CPR certification course taught by AHA certified instructor Erica Whitchurch, who also is a part-time GVR employee, on September 9. AED/CPR certification is mandatory for all GVR employees.
- Seven new pool and fitness center volunteers were trained in the month of September.

'Membership Matters' ID Checks

- After randomly checking over 450 people participating in activities at Green Valley Recreation centers over the first seven weeks of the "Membership Matters" campaign, only 12 failed to provide valid member, tenant or guest cards. Additionally, the vast majority whose cards were checked praised GVR for launching the campaign, which assures only authorized individuals are using facilities, and stated "it's about time, and thanks for doing this!"
- GVR members over the age of 80 will be invited in September to attend a caregivers' luncheon, called "*Be Our Guest*," at Casa Adult Day Services. The luncheon will explain how the program works and how caregivers form a support system with each other. The invitation, sent via direct mail, is a part of the *Engage!* collaboration among GVR, the GVR Foundation and Casa Community Services made possible by a community grant from Freeport McMoRan.

Engage! GVR-Casa Community Services Adult Recreation & Socialization Program

- The GVR Foundation saved GVR members over \$5,000 thus far this year by collaborating with Casa Community Services to present *Engage!*, an adult recreation and socialization program that provides participants an opportunity for socializing and recreating in a supportive comfortable environment, while offering respite and support to caregivers. The program was made possible by a 2015 grant from the Freeport-McMoRan Foundation. The GVR Foundation committed \$3,000 through December 2016 to help subsidize Adult Day Services participation by GVR members. These full-day sessions normally cost \$62 per session, but are provided at a discounted price of only \$20 per visit.

Leisure Classes & Tours:

- The first day of Fall registrations we processed a total of **537** registrations. 80.2% of those were processed via coordinator (walk-in/phone/mail) vs. 19.8% Internet registrations. In 2015, we were at **594** (87.7% walk-in/phone/mail & 12.3% internet)
- We have added a second travel partner this fall – Southern Arizona Guide Tours – in addition to our longtime partner Pleasurebent Tours. Additionally we are offering our members and their guests our first multiple night trip.

Customer Service:

- **PerfectMind™** - Preparation and training for the new *PerfectMind™* database system is underway! Our Recreation, Membership, Finance and Administrative staff have met extensively with *PerfectMind™* staff at GVR and are defining the organization, procedures and processes of the system. GVR staff is looking forward to the opportunity to provide our membership with more efficient, streamlined and nimble facility reservations and class, trip, tour and performance registrations. More than half of the winter classes have been entered into the new system, but we are still working through some Membership items before transferring the accounts over. *PerfectMind™* personnel will return each month until full implementation, which is expected by January 2017.
- **'Snowbirds'** - The weather has begun to cool and we are seeing a stream of "snowbirds" returning, new GVR members coming in to get their cards and tenants returning to enjoy the region. The rental market is strong in Green Valley and houses are selling! GVR Tenant card registration figures for the months of August have reached a total of 31. Rental length varies from one week to 12 months. 61% of the tenant card registrations for this period are for 12 month rentals, 6.5% for 8 months, 6.5% for 2 months with the balance distributed over other tenancy lengths.
- As we prepare for fall, our *Customer Service Representatives* at GVR Centers (formally 'Member Service Coordinators') are beginning to stock the centers with publications and supplies and are looking forward to the busy season. We are preparing to staff our West Center Stations at the beginning of December, January, February and March for the start of GVR Winter Leisure Classes and an anticipated strong influx of winter visitors. We are nearing the end of a slow season full of facility improvements, maintenance and Customer Service office closures and as fall approaches you will notice the centers fully staffed and up and running to serve our member needs.

- The Member Services Center (MSC) located at 1070 S Calle de las Casitas has assumed a defined role of Administrative Office and houses the Executive Office, Finance, Human Resources, Facilities, Recreation and New Member Services. Registration for classes, tours, guest cards and tenant cards is available at Las Campanas, West Center, Canoa Hills, East Center and seasonally at Santa Rita Springs.

Performing Arts:

- **2016/2017 Performing Arts Season** - Individual tickets for all shows in the GVR Live! 2016/2017 Performing Arts Season are now on sale. This is the biggest and most exciting GVR Live! season yet! 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! The season kicks off with *Cocktails in the Courtyard* for Season Ticket Holders on Thursday, October 20 at 6PM in the West Center Courtyard.
- **GVR Live! Outdoor Stages** (formerly known as Sunset Serenades) begins this Sunday, September 25 at 6 p.m. with the first performance of the season, the 'Real Tones.' The first performance of this series is in partnership with OLLI/UA-Green Valley, and will be held at the Pima Community College Learning Center in Green Valley, 1.1 mile west of the GVR West Center on Continental Road. The outdoor concerts continue with four additional outdoor events throughout the season.
- **GVR Live! 2017/2018 Season** - Now that the GVR Live! 2016/2017 season has been determined and the brochure is available, show preparations are in progress. The Senior Recreation Supervisor for Arts & Entertainment attended the Arts Midwest Conference in Milwaukee on September 13-16, 2016. This event is an opportunity to meet with agents and artists from all over the country and is vital component of the season planning process. This conference helps identify talent that will be included in the GVR Live! 2017/2018 Performing Arts Season. The season planning will gain momentum over the next few weeks and continue well beyond the first of the year.
- **Event Security** - The A-Team, a well-known security company in Tucson, has been hired to provide security at all GVR Live! events this season. This will ensure the safety and security of all GVR patrons. These services will begin with the first GVR Live! concert of the season on Thursday, October 20.
- **Performing Arts Program Volunteer Training** - 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. With the success of the August session, an additional training session has been schedule in September. The next session will be held on Thursday, September 29, 2016. Program volunteer scheduling continues for the 2016/2017 season.

- Improvements are being made to the Program Volunteer Training. The Senior Recreation Supervisor for Arts & Entertainment attended the volunteer training at Arizona Theatre Company on August 27 to learn more about their practices. It was an enlightening experience that reinforced our existing practices. It also provided the Senior Recreation Supervisor with additional information regarding ADA policies and procedures in a performing arts setting. This new information will be included in the training sessions and added to the GVR Program Volunteer Handbook. The Senior Recreation Supervisor also plans to attend training conducted by the Tucson Symphony Orchestra (TSO) if scheduling permits.

5. Facilities

- GVR facilities staff is working closely with a Tucson-based architect and Aqua Design
- International to come up with a viable heater solution for the Canoa Hills Center pool to replace a single boiler system that failed this summer. Aqua Design is finalizing its design of the pool equipment room based on GVR-preferred heaters. This design will be combined with the architect's mechanical, electrical, plumbing and site designs and then submitted to the county for permitting. Once a permit is issued the heater system will be installed as soon as possible.
- Canoa Hills Center pool, spa, Mesquite Room and breezeway deck reopened on Sept. 3 After repairs and painting of the deck and walkways were completed. Two new hinged ladders were also installed in the first swim lane.
- West Center pool/spa deck was opened several days ahead of schedule on Aug. 24 with completion of deck repairs.
- Santa Rita Springs Center pool reopened on Sept. 2 following repairs and painting to the deck and breezeway, the installation of new hinged ladders, exercise bars and lane lines.
- The interior rooms, classrooms and club spaces at East Center were closed beginning Aug 29 for floor care and carpet deep cleanings. All areas reopened on Sept. 3
- Santa Rita Springs parking lot work has been completed, including tac coat, slurry seal and striping
- Madera Vista Center pool and spa re-opened Sept 16 following re-plastering of the pool shell and pool deck repairs.

- Abrego South Center pool, spa locker rooms and deck reopened on Sept. 21 after pool deck repairs and painting had been completed.
- Continental Vistas Center pool, spa and deck are scheduled to close for deck repairs and painting beginning Sept. 19 and will reopen Sept. 28.
- Sidewalk repairs/replacements around Desert Hills, West Center and Canoa Hills have been completed.
- East Center lapidary had all the concrete floors epoxy coated. A new suspended ceiling and lighting fixtures were installed in the grinding room. In addition, a new concrete pad was poured as the foundation for a Club storage shed.
- The East Center tennis attendance sign-in kiosk is being fabricated and will be powder coated. The kiosk will be installed on-site once completed.
- A new water cooler drinking fountain with bottle fill feature was installed at East Center's tennis courts.
- Two heating, ventilation, air conditioning units are due for replacement at Santa Rita Springs. Preliminary work is underway to obtain permits from Pima County.
- The TechnoGym treadmill at Desert Hills has been repaired.
- The outer bands for the free weights at Canoa Ranch Center are in the process of being replaced with new rubber collars.
- Construction of bocce ball court #4 at Canoa Hills Center is in its final stages and on schedule to open in early October.