



**APPROVED
BOARD OF DIRECTORS
Tuesday, September 27, 2016**

EXHIBIT

GVR Communications Policy

Overview:

President Gunton charged the Board Affairs Committee with authoring a comprehensive Communications Policy to replace the existing policy included in the Corporate Policy Manual.

Recommendation:

In the Corporate Policy Manual, Replace Section X, SUBSECTION 1. COMMUNICATIONS POLICY in its entirety (as follows)

Corporate Policy Manual (CPM) SECTION X – MISCELLANEOUS

SUBSECTION 1. COMMUNICATIONS POLICY

- ~~A. The President shall be responsible for promoting effective communications.~~
- ~~B. The President shall be the primary spokesperson for the Board.~~
- ~~C. The Chief Executive Officer will be the primary spokesperson for all operational issues. The responsibilities in this regard are further defined in the Corporate Operations Manual.~~
- ~~D. All communications from community or membership sources will be given the courtesy of an appropriate response in a timely manner.~~
- ~~E. The President and the Chief Executive Officer will share responsibility to process all incoming communications and ensure the appropriate response is forthcoming from committee, Board or staff sources.~~
- ~~F. Agents of GVR shall be required to adhere to the published Members Code of Conducting all transactions on behalf of the membership.~~

POLICY STATEMENT

As an integral part of the greater Green Valley, Arizona community, Green Valley Recreation, Inc. (GVR) strives to maintain open and transparent communications in order to foster good relations with its members, news organizations, and the general public.

To this end, GVR uses several communication vehicles to provide news, information and updates. These vehicles include, but are not limited to:

1. a monthly newsletter
2. an electronic, email newsletter
3. an email address for the Board and an email address for general inquiries
4. websites and apps
5. timely postings of Board and Committee meeting agendas and materials and subsequent meeting minutes
6. social media

Because GVR is a private corporation, it is not subject to the same laws that govern municipalities, such as open meeting statutes or laws that protect freedom of speech and freedom of assembly. GVR is under no obligation to publicly disclose all information about the organization and may keep certain information relating to its members, employees and its operations confidential. All GVR directors, employees, and volunteers are required to abide by GVR's confidentiality policies.

A. EXTERNAL COMMUNICATIONS

1. Public Information Officer (PIO) as Point of Contact

To ensure the orderly release of accurate and consistent information to the general public and news media, GVR's Chief Executive Officer (CEO) shall serve as the official Public Information Officer (PIO) for the Corporation [See *GVR Corporate Policy Manual (CPM), Section VII-Chief Executive Officer*] or may delegate such responsibility to the Marketing/Communications Specialist. The PIO shall be the single point of contact for inquiries from non-members (the general public) and news media. Other GVR staff, as appropriate, may field inquiries from current or prospective GVR members. All public and media inquiries shall be directed to the designated PIO spokesperson, who shall consult with senior managers, if necessary, to confirm information prior to release. The CEO shall approve in advance all press releases. This process ensures that the release of information to the general public and news media is consistent with GVR's governing documents and policies and helps to prevent misunderstandings, misinterpretations, and confusion.

2. Information Prohibited from Public Release

GVR protects the confidentiality of certain information in conformance with its governing documents and applicable laws. For this reason, GVR will not release information nor comment on the following:

- a. Member information and records
- b. Employment records and employees' personal information
- c. Privileged information between the corporation and its legal counsel
- d. Information related to pending litigation
- e. Any information that was made available in an Executive Session of the Board of Directors
- f. Any information prohibited from public release by local, state or federal laws
- g. Any information in which public disclosure would not be in the best interest of the Corporation

3. Correction of Inaccurate Information

GVR will take steps to correct inaccurate information published or reported by external media about the Corporation as soon as reasonably practicable after its discovery. Such steps may include a request for a correction to be published and/or a written opinion piece submitted to the media outlet. The nature and seriousness of the misinformation shall be considered in determining the most appropriate course of action.

4. Media & Public Access

As a private, nonprofit 501 (c)(4) organization, GVR is obligated to ensure that only authorized members, guests, and visitors are allowed access to its facilities and programs in conformance with its Bylaws. For this reason, the Corporation may deny the use of its facilities to any outside group that, in its judgment, does not further the interests of GVR and its members. GVR may also deny requests for access or information by news organizations if it is determined that the nature of the visit or inquiry is not in the best interest of the Corporation and/or its members.

5. Media Access

Members of the news media may request access to GVR, its members, clubs and programs for the purpose of developing news items subject to certain restrictions. GVR has an obligation to protect the privacy of its members without intrusion or disruption of their visits to or utilization of our facilities.

Media representatives (e.g. reporters) are also welcome to attend members-only functions held on GVR property (such as GVR club events) or events hosted by outside groups that are renting GVR facilities if they have been invited to such events. Media representatives shall notify GVR in advance if they wish to attend non-public events to which they have not

received an invitation from GVR or the event's host such as GVR classes, and all other activities at any GVR facility (including meeting rooms, sports courts, fitness centers and pools/spas).

Media representatives shall be required to provide the general nature of the visit, who they wish to interview, and which facility they wish to visit. A GVR employee may be designated to accompany the media representative to the event. GVR reserves the right to deny the request if it is determined that the nature of the visit is not in the best interests of the Corporation and/or its members.

For the safety and privacy of members and employees, still or video photography at private events is prohibited without prior written approval from GVR and signed waivers from every individual whose image is photographed or videoed.

6. Media Coverage of Public Events

News organizations are welcome to attend any program or event at GVR that is open to the general public and community upon payment of the regular admission fee, if any, or with a complimentary ticket if provided by GVR. Examples of public events include live performances, annual Health Fair, annual Artisans Fair, GVR Foundation's Southern Arizona Senior Games, lecture series, GVR Center open houses and ceremonial dedications.

7. Media Access to GVR Clubs

GVR sanctions various clubs, many of which use GVR's facilities for their meetings and activities, and some of which have designated spaces for their club's use. As a courtesy, media representatives who wish to access GVR property to visit a GVR club shall notify the PIO of their visit and its nature. If a GVR Club has invited media representatives to visit their club or attend an event, the club is required to notify the PIO of such visit.

Media representatives invited to GVR facilities by a GVR club are subject to the same rules and regulations as other GVR guests. Clubs officers shall be responsible for ensuring that media representatives comply with such rules and regulations and ensuring the accuracy of any information provided to them.

8. Media Requests for Information – Media Inquiries

GVR wishes to maintain its relationships with media outlets and will respond to any request for information deemed to be in the best interests of the Corporation and its members as determined by the PIO. Requests for information from media will be considered on a case-by-case basis, depending on the nature of the request.

B. MEMBER COMMUNICATIONS

Communications with GVR members are intended to keep members informed of news and information, and shall be accurate, truthful, transparent and timely. Members are encouraged to attend GVR governance meetings to become and remain informed.

1. Response to Member Communications Sent to Staff

Any written, emailed, or telephone communications received by staff from members that are deemed to be of a serious nature shall be forwarded to the CEO who, at his/her discretion, may consult with the Board President prior to authorizing a response.

GVR will not respond to anonymous, obscene, harassing, belligerent or threatening communications received from any individual.

2. Response to Member Communications Sent to the Board of Directors

Member suggestions made at Board of Directors Meetings or sent to the Board via email or other means may be referred to the chair of an appropriate committee for consideration.

3. Member Requests for Information

The books, records and papers of the Corporation shall, for specific and proper purpose, at all reasonable times during business hours be subject to examination by any regular member of The Corporation upon written demand to the Corporation (see *GVR Bylaws, Article XII, Section 2: Availability of Records*) subject to any applicable confidentiality policy. GVR reserves the right to assess a fee for hard copies of documents requested by members. GVR will not create or generate reports that are not already prepared in the regular course of business.

4. Member Comments at GVR Board of Director Meetings

Members are welcome and encouraged to attend regular monthly meetings of the GVR Board of Directors and are permitted to address the Board at designated times during the meetings. (See *Section VI Board/Board Committees, Subsection 3 Board Meetings B. Protocol and Conduct for Board Meetings*).

5. Email Communications with Members

GVR communicates via email with members to respond to inquiries and to provide news and information to the membership. The CEO or CEO's designee(s) shall serve as GVR Email Administrator and is responsible for responding to email correspondence from GVR members and/or forwarding the communication to the appropriate staff for response.

a. General Email

GVR has established and frequently monitors a general email box (Hotline@gvrec.org) for members to use to make comments or ask questions and which is posted on the GVR website and included in each eBlast and newsletter. The Email Administrator is responsible for monitoring this email box and responding to member emails or forwarding them to the appropriate employee for response. Emails received from members shall be saved and archived by staff as designated by the CEO.

b. GVR Email Updates

GVR has an electronic newsletter (e.g. eBlast) that is sent to subscribers who must “opt in” and agree to receive such email communications. GVR respects the privacy of its members and subscribers, and does not rent, sell, or share subscriber’s names, information or contact information, including email addresses.

c. GVR Board of Directors Email Policy

To facilitate communications among GVR Board Directors, GVR’s Board-approved “Email Policy” provides each member of the Board of Directors with an official GVR email address, which is to be used solely for governance-related communications between Board members and GVR staff only.

A generic email address for members to communicate electronically with the Board of Directors (board@gvrec.org) is posted on the GVR website and published in each GVR Now! Newsletter. Emails addressed to the Board shall be reviewed by the CEO and the designated GVR Email Administrator who shall archive all such email messages, forward them to the Board President, and copy other Directors. Any director who receives a communication in a personal non-GVR email account that concerns GVR business and/or Board matters shall forward same to the CEO for review and if appropriate, archiving by the GVR Email Administrator.

It is the policy of the GVR Board of Directors that individual Board members shall not use email to discuss, debate, or make policy or operational practice statements related to GVR whether in response to a member’s comments or for any other purpose except as may be specifically authorized by the Board.

6. Prohibited Email Communications

The following email communications by GVR’s Directors, members, employees, and volunteers are strictly prohibited:

- a. Messages containing offensive language, including, but not limited to, defamatory, racist or obscene remarks
- b. Messages intended to or that would cause a reasonable person to be alarmed, annoyed or harassed
- c. Messages containing an attachment that is from someone other than the member sending the email
- d. Any attempt to disguise the sender's identity or an email with an anonymous sender
- e. Potentially damaging messages, including but not limited to, mass or commercial messages, spam, and messages containing viruses
- f. Messages concerning GVR business and/or operations addressed to a GVR Director's personal email account
- g. Personal emails using a GVR email account

C. ELECTRONIC & SOCIAL MEDIA

GVR may utilize electronic and social media sites (e.g. Facebook™, Twitter™, etc.) to share information on the Corporation's activities and events and for any other purpose related to GVR business. To the extent that such media sites allow individuals to post replies and comments, GVR reserves the right to limit and/or remove, at its sole discretion, any reply or comment it deems offensive or contrary to the interests of the Corporation or its members.