



CEO HIGHLIGHTS

**An Overview of Recent Activities, Operations, and Initiatives
Conducted for & On Behalf of GVR Members and the Board of Directors
(As of October 21, 2016)**

1. Public Outreach, Public Relations and Marketing & Communications

- GVR coordinated closely with the Green Valley Council on the Oct. 20 Pima County Small Business Commission Meeting and Community Forum on Economic Development, and will be jointly producing a new Adult Health Directory, thanks to a generous grant to the GVR Foundation by the Greater Green Valley Community Foundation.
- GVR helped support an Outdoor Art Sculpture Park exhibition in West Center's courtyard featuring the works of artist Bambi Peterson Anderson. The exhibition opened with a wine and cheese reception on Oct. 7 and ends on Nov. 2. This is GVR's second 2016 sculpture park exhibition that was facilitated by GVR Member, Ann Hirz.
- Three news releases were prepared and distributed to local and Tucson media on the following topics: Jarabe Mexicano Kicks-off GVR Live! Performing Arts Season Oct. 20; Pima Co. Small Business Commission Meets Oct. 20 in Green Valley; and Nominations Sought for 2016 Pima Co. Small Business of the Year Award.
- Leads from GVR Promotions: GVR continues to receive sales leads from its paid advertising in ideal-Living magazine. To date, GVR has received 45 inquiries since May 1, 2016. People who inquire about GVR receive a phone call, are invited to visit our website and view our promotional video, and are mailed an informational packet about Green Valley and GVR. This GVR Response process is referred to as "Lead Fulfillment."
- Senior Games Sponsorships: The 2017 Sponsorship Program was redesigned to generate new sponsors at all levels. This year in addition to Kino Landing, the Southern Arizona Senior Games will have two new presenting sponsors: Green Valley Hospital and Bayada Home Health Care.

- Collateral Materials: Staff is finalizing sales materials to support eBlast, Course Catalog, A&E Brochure, Digital Message Monitoring, Sport Court Banners, website, mailing inserts, vehicle fleet, and Lecture Series advertising. Marketing also is reprinting flyers and rack cards to promote the GVR Live! Performing Arts Season, and will shortly be coordinating design and production of the Winter Course Catalog.
- *GVR NOW!*: Production of the November 2016 issue is underway, and will be available in all GVR centers on Wednesday, Oct. 26.
- GVR renewed its contract with a Tucson vendor for the distribution of posters and rack cards promoting the GVR Live! 2016/2017 Performing Arts Season at hundreds of locations throughout Tucson and extended areas in Southern Arizona (including Tubac, Marana, Oro Valley, and others).
- Social Media Metrics: GVR continues to reach and engage active adults on its Facebook page. Metrics for October are: Reach™ (digital monitors throughout GVR Centers) 1,999; Facebook engagement 684; 17 new page likes. Peak times that our followers are on Facebook are 7 a.m., 4 p.m. and 6 p.m. and days with the highest page views are Sundays through Tuesdays. Interestingly, 75 percent of GVR's Facebook followers access our page from their computer with only 25 percent using mobile devices.
- Non-dues Revenue Generation & Advertising/Sponsorships: GVR welcomes three new eBlast advertisers, and one new print advertiser this month. Many more are in various stages of the sales process. GVR also is working closely with a local banner supplier and graphic designer to assist with sports court advertising which is being pursued consistent with national sports governing body guidelines. Staff is exploring website advertising opportunities through Google AdSense.
- Staff is working with the Greater Green Valley Community Foundation to plan and organize a March 11, 2017 multicultural festival as a joint fundraising event. A planning committee meeting is scheduled for Nov. 17, 2016.

2. Finance

The proposed 2017 Budget approved by the Fiscal Affairs Committee will be presented to the GVR Board of Directors on October 25 [[see Proposed 2017 Budget in Friday, October 21 eBlast](#)]. Due to FY 2017 Budget development, the September and October 2016 financial statements will be presented to the Fiscal Affairs Committee at its November 10 meeting.

3. Recreation & Leisure Services

Clubs and Reservations

- 2016 Southern Arizona Senior Games' Volunteer Event Coordinators have been contacted to confirm their participation in the 2017 Games.
- 2017 Senior Games location sponsors have been contacted and staff are designing the Event Registration Book.
- Staff are working with GVR dance and social clubs that are taking advantage of the new GVR Pilot program which allows non-GVR members to attend their dance and social club events on a fee basis and subject to Board-approved eligibility criteria.
- Staff attended the Green Valley Fire Department annual community breakfast on October 14th to promote GVR programs and activities, and to distribute literature and answer questions.

Customer Service

- GVR's administrative office (MSC) located at 1070 S Calle de las Casitas provides **New Member** Services only. Registration for classes, tours, guest cards and tenant cards is available at Las Campanas, West Center, Canoa Hills, and East Center. We look forward to the seasonal re-opening of the Santa Rita Springs Center office in early December.
- The Green Valley residential rental market appears strong, as does the re-sale housing market. GVR Tenant Card registration for September is 35. Rental length varies from one week to 12 months. 77% of the tenant card registrations for this period are for 12-month rentals with the balance distributed over other tenancy lengths. Four new homes opted into GVR membership and 80 GVR homes were resold in September.
- GVR Customer Service Representatives (formally entitled, 'Member Service Coordinators') are stocking GVR Centers with publications and supplies and are looking forward to peak season. We welcome Peggy Terlisner and Lisa Howell to our Customer Service Staff.

Volunteers/COA's/Engage

- Six new pool and fitness center volunteers were trained in September.
- 25 GVR members attended the *Engage! for Your Well Being* class as a part of the GVR Foundation collaboration with Casa Community Services, made possible by the community grant from Freeport MacMoRan.
- Beginning in 2017, the GVR Foundation Board of Directors agreed to take a leadership role in promoting and organizing the community Mitzvah Day (“Good Deed Day”). Mitzvah Day provides a wide variety of volunteer opportunities appealing to changing demographics of the local community. The GVR Foundation will reach out to volunteers throughout the community in order to provide services and assistance for local individuals and organizations. The 2016 Mitzvah Day is November 4. For more information, go to: www.mitzvahday.org
- Nearly 200 GVR volunteers attended the annual October Feast luncheon on October 19 at West Center. Volunteers were treated to chicken pot pie, hot apple pie with whipped cream, salad, a veggie entrée, and assorted beverages. A good time was had by all!
- The theme for this year’s White Elephant parade on Saturday, October 29 is “The Magic of Giving,” so Green Valley Recreation, Inc. is featuring the GVR Foundation and all of its programs that “Give” to the community. We are taking a “*Magic Carpet Ride*” down La Canada Street, so join us! Last year, GVR won First Place in its category in the White Elephant parade!

Leisure Classes & Tours

- To date for fall registrations, staff have processed a total of 1,674 registrations, 90% of which were processed via customer service representative (walk-in/phone/mail) vs. 10% via Internet. At the same point in 2015, we had 1,631 registrations, 92.5% via walk-in/phone/mail & 7.5% via Internet.
- Due to health issues, our second travel partner is unable to provide tours for our members this winter and has had to cancel all tours associated with that vendor. Staff will continue to consider adding partnership opportunities as they become available.

- Preparation and training for the new PerfectMind™ database system scheduled for launch on January 1, 2017 is underway. Our Recreation, Membership and Finance Staff are meeting regularly with PerfectMind™ staff and are defining business processes and needs for the new system. GVR staff is looking forward to the opportunity to provide our membership with more efficient, streamlined and nimble facility reservations, membership tracking and class, trip, tour and performance registrations.

Performing Arts

- The GVR Live! Performing Arts Season is underway. The season kicked-off Thursday, October 20 with Cocktails in the Courtyard at West Center and a great performance by Jarabe Mexicano. New this year, this season opening event was open to both season ticket holders and the general public. It was a celebration of music and fun and a great season to come! GVR Live! is off to a great start with a sold-out 'The Drifters' show on October 27.
- UA Musicians on Tour Series began in October with performances by UA Percussion Ensemble and the Fred Fox Wind Quintet. This series continues through April with plenty of great music from many talented UA students all season long.
- Planning has begun for the GVR Live! 2017/2018 performing arts season. The planning continues throughout the year, even as the current performing arts season is in progress. The planning goal is to provide GVR members and patrons with exciting entertainment options each and every season.
- Performing Arts Program Volunteer Training continues through the end of the December. These training sessions have been very successful and the October training session brought in another great group of volunteers to support the GVR Live! Performing arts season. The training was enhanced with an updated Program Volunteer Handbook that outlines improved procedures and raises customer service standards.

4. Facilities

Maintenance

- The maintenance department completed work on the pool heating system at **Canoa Hills**. The heater installations passed Pima County inspections on Oct. 18 and the pool re-opened on Oct. 19. The Canoa Hills target pool temperature year-round is 86°F.
- The thermostat, high limit switch and contactor have been replaced for the sauna heater at **Desert Hills**. The sauna has been returned to service.

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CEO, Green Valley Recreation, Inc.

- New lay-in ceiling fans were installed near the windows in the Las Campanas Fitness Room.
- A large replacement mirror was installed in the **Las Campanas** Fitness Room.
- New vanity lights have been installed in the **Las Campanas** women's restroom.
- Pool area walls are in the process of being repaired and repainted at **Casa Paloma I**.
- The **West Center** courtyard fountain has been resealed and waterproofed.
- Strings and café lights have been hung in the art exhibit courtyard at **West Center**.

Aquatics

- **Madera Vista** pool deck reopened on Sept. 14 after project work was completed. During the project a new 12' X 24' shade cover on the pool deck was installed. Also, the deck was repaired and repainted and the pool and spa was re-plastered. New non-slip racing lane tiles were also installed on the bottom of the pool.
- Staff installed four 6' exercise bars in the pool at **Casa Paloma 2**.
- The Pool, Spa, Locker Rooms and the Santa Cruz room at **Santa Rita Springs** reopened on Sept. 2 after deck repairs, painting and installation of additional swim lane dividers and exercise bars were completed.
- **West Center** pool & spa deck reopened on Aug. 29 following repairs to the concrete deck.
- Sidewalk safety repairs/replacements around **Desert Hills, West Center and Canoa Hills** were completed.
- **East Center** lapidary had all concrete floors epoxy coated. A new suspended ceiling and lighting fixtures were installed in the grinding room.
- **East Center** tennis attendance sign-in kiosk fabrication is completed and the structure will soon be powder coated. It will be installed on-site once completed.
- Two HVAC (heating, ventilating and air conditioning) units are due for replacement at **Santa Rita Springs**. Preliminary work is underway to obtain required permits from Pima County.

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- New exterior benches were installed at the main entrance of **Abrego North Center**.
- The new tennis courts attendance reader kiosk was installed at **East Center**.
- A new picture window was installed in the recreation room at **North Abrego Center**.
- A new drinking fountain was installed at **Las Campanas Center** pool area.
- Additional benches and picnic tables have been ordered for the volleyball courts and horseshoe pits at **South Abrego Center**.

Fitness Equipment

- The TechnoGym treadmill at **Desert Hills Center** is repaired and now operational.
- A loaner Woodway treadmill was installed at **East Center** fitness room. A new Woodway treadmill is on order. Expected delivery time from the manufacturer is 12 weeks.
- New seats have been ordered for the NuSteps fitness equipment at **East Center** along with a replacement bottle holder.
- A new battery has been ordered for a TechnoGym bike at **Las Campanas Center**.
- Seat backs on bikes #32 & #48 have been replaced at **Las Campanas Center**.
- The Woodway treadmill #45 at **Las Campanas** is repaired and now operational.

Groundskeeping

- Re-fabrication of Bocce court #4 at **Canoa Hills** is completed. Staff is consulting with the Bocce Club to make final adjustments to the playing surface.