



A regular meeting of the GREEN VALLEY RECREATION, INC. BOARD OF DIRECTORS held Tuesday, January 30, 2018 at West Center, the President being in the chair and the Secretary being present.

**Directors Present:** Jim Nelson (President), Lance Heise (Secretary), Bob Allen (Treasurer), Donna Coon (Assistant Secretary), Roger Myers (Assistant Treasurer), Carol Crothers, Don Lathrop, David Messick, Denise Nichols, Tom Sadowski, Tim Stewart, Kent Blumenthal (CEO)

**Directors Present Electronically:** Kathy Palese (Vice President),

**Staff:** Cheryl Moose (CFO), David Jund (Facilities Director), Jen Morningstar (Executive Office Manager), Karen Miars (Administrative Assistant), Kathy Edwards (Program Coordinator), Payton Snider, Conal Ward

**Visitors:** 154

**I. Call to Order / Establish Quorum**

President Nelson called the meeting to order at 1:30 pm MST.  
Roll call by Blumenthal; Quorum established.

**II. Adopt Agenda**

**MOTION: Nichols / Seconded. Adopt Agenda as amended.**  
**Passed: unanimous**

**III. Consent Calendar**

**MOTION: Allen / Seconded. Approve Consent Calendar as presented.**  
**Passed: unanimous**

**IV. President's Comments**

Members The Survey everyone asked for has been completed. The survey was sent to all members either in a digital format or made available in a hard copy version. Every effort was made to encourage each member to complete the survey. If you took the time and effort to fill out the survey, thank you.

As of last Friday evening, 3,399 online and 1,926 hard copies have been completed, giving GVR 5,325 individual responses thus far, with likely more to come. There are several hundred online partials, as well. We think some of those are people who may have started the survey and then came back and did the whole survey from the start later. We also told members they could mail their survey as late as last week, so we aren't closing the on line survey as we wait for more hard copy surveys to be delivered.

According to our survey consulting firm, similar parks and recreation surveys have a response rate in the 18% to 30% range, with 30% definitely being on the high end. Additionally, when everyone is invited to participate, as in our survey, the response rate is typically low; in the 18% range.

Our 5,325 surveys to date reflects about a 24% response rate, significantly higher than the average for this type of survey. However, with late returns, we suspect we'll end at about a 25% to 27% response rate. Not bad for a survey of this type.

Now what? The data collected and is being analyzed and a report will be shared at our annual meeting in March. Thank you again for taking part in the survey.

Moving on...

Fake News! Yes, we hear about almost every day, but it's not limited to Washington politics. Unfortunately, in the past few weeks, there has been a significant increase in fake news targeting GVR by a perennial group of local pessimists and rumor mongers who call themselves GVR4US. This group continues to anonymously publish falsehoods, baseless rumors, and innuendo that play on people's fears and insecurities.

Time for Fact Check. As most of you are aware, CEO Blumenthal had authority vested in him by the Board of Directors to tap available funds in the 2017 budget to renovate the former nursery property purchased last year by GVR to be our new Facilities headquarters. CEO Blumenthal acted on this authority with approval and full knowledge of our Board and Committee structure. In a most egregious offence, GVR4US falsely claimed (again anonymously) that CEO Blumenthal misappropriated funds for the renovation of the former nursery purchased by GVR. This unconscionable action by the GVR4US spreads a malicious lie and it defames our CEO.

It's this type of libelous and malicious information being circulated in an attempt to discredit GVR, its staff and the Board. This type of literature is an insult to our intelligence. I'm applaud those who put this corrupt propaganda in the toilet or waste basket.

There are several other examples of intentionally false and misleading statements made by this group. Some of them claim that your President and CEO were present at meetings that they did not attend. Other false statements single-out the CEO for making decisions and instituting policies and practices that are the sole purview of the Board of Directors. The list of false and misleading statements goes on and on.

I caution everyone when this type of 'Truth Decay' is anonymously published to question its source and its intention.

Thank you for your continued your support.

## V. **CEO Report**

CEO Blumenthal reflected on January 2018 some of our accomplishments this month included:

1. Annual Dues went into effect for 13,352 member properties
2. Senior games registrations & application forms launched with several hundred responses already in
3. Preliminary report on comprehensive member survey – the percentages are 354% greater return than the 2010 community survey.
4. RetireArizona.org launched last week to great fanfare
5. Conversation with Kent on Budget Matters
6. 2018 Audits on-site work was completed last week
7. Performing Arts season well underway
8. Classes winter session is underway
9. Lectures
10. Farmer's Market every Tuesday 9am-1pm
11. Fit 'n Fun Day and Open House
12. Super Blue Blood Moon Eclipse tomorrow morning at about 6:30am first since 1862

**VI. New Business**

**A. Recommendation for 2018 P&E Approved Club Projects**

**MOTION:** Lathrop / Seconded. GVR Board of Directors authorize execution of P&E Club approved projects for 2018 in the amount of \$79,700  
**Passed:** unanimous

**B. Approval of 2018 Non-Reserve Capital Projects**

**MOTION:** Lathrop / Seconded. Authorize staff to execute capital expenditures not in the reserve study of \$411,997.  
**Passed:** unanimous

**C. Approve Reserves Funding for 2018 Capital Projects as Presented in September 2017 Reserve Study Update.**

**MOTION:** Allen / Seconded. Approve reserves funding of the 2018 Capital Projects as presented in the September 2017 reserve study update.  
**Passed:** 10 yes / 2 no (Crothers, Sadowski)

**D. Property Acquisition**

**MOTION:** Lathrop / Seconded. Engineering and design should proceed as authorized by the Board of Directors and should include cost required to complete actions necessary to complete GVR due diligence and finalize purchase of the property located at 670 W Esperanza Blvd., not to exceed \$165,000; further, that the Board of Directors make a determination whether or not the property meets expectations and is viable for purchase by the Corporation prior to the end of the contractual 45-day due diligence period.  
**Passed:** unanimous.

**VII. Committee Reports**

**A. Investment** – no report

**B. Blue Ribbon** – no report

**C. Planning & Evaluation** – no report

**D. Nominations & Elections** – Director Heise announced the final roster of 2018 Candidates for Board of Directors

**E. Board Affairs** – no report

**F. Fiscal Affairs** – no report

**VIII. GVR Foundation Report** Foundation Vice President Carl Smith reported on GVR Foundation progress on the 2<sup>nd</sup> Annual Southern Arizona CultureFest and 2018 Write-A-Will workshop along with a reception for all participants. GVR Foundation annual meeting was January 11, the board was increased from 7 to 9 directors. The Foundation will make a recommendation to GVR Board of Directors for a replacement for one director who resigned for personal reasons.

**IX. Member Comments:** 0

**X. Adjournment**

**MOTION:** Lathrop / Seconded. Meeting Adjourned at 3:15pm MST.  
**Passed:** unanimous

\_\_\_\_\_  
Lance Heise  
Secretary

Date

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Jen Morningstar  
Manager, Executive Office

Date