



## Highlights of March 17, 2021 Board of Directors Work Session

On Wednesday, March 17, 2021, the GVR Board of Directors met in a work session via Zoom. The work session began at 12:31pm and ended at 1:51pm MST.

The following topics were discussed:

### 1. East Center Pool

CEO Scott Somers reviewed the East Center Pool & Spa replacement concept, along with consistent themes collected at member meetings with East Center neighbors and pool/spa users. The ask and recommendation to be voted on at the Board meeting following the Work Session is to support the staff recommendation to move forward on developing cost estimates and getting the design concept drawn up, not to move forward on the construction of the pool at this time.

#### **Board Feedback:**

- Supportive of member meetings for input.
- Know cost implication to replace pool verbatim. Then look at what incremental cost vs. value is.
- Should we wait to replace pool due to skyrocketed costs during pandemic?
- Recent Board emails show members want pool replacement based on therapy, worth, and comradery.
- Decision should be data-driven.
- Would a "bathtub" approach work? A limited-purpose pool for EC.
- Ask contractor what \$500K would buy? Get an alternative proposal rather than open-ended design.
- Highly probable if we set \$500K limit, end up with less of a pool than what we started out with.
- EC pool one of the lowest usage pools, but card reader was not in proper location - many may have used the pool without swiping cards.
- Two largest HOAs in vicinity of EC pool - Fairways (750 homes) and Country Club Estates (535 homes) - depend on EC pool.
- A lot of money to spend on one small group or even one neighborhood - rather GVR spend \$1.3mil on EC pool to serve more people.
- Believe EC should have a pool - major GVR Recreation Center.
- Pool construction has significant waiting time, huge demand for swimming pools, not a lot of contractors in this field. Better if we moved on this when it first started leaking.
- WC pool seems closest to what the Swim Club would like to have replicated.
- Members who met with Scott seem extremely happy with just replacing what they have - entitled to at least a replacement to keep up property values and make that segment of people happy. We've wasted a year - these people begging for their pool to be replaced.

#### **Member Comments:**

Possible separating off bottom of "L" into a second pool with therapy water temperature to compliment replacement pool and serve therapy needs - have two temperatures of water.

## 2. GVR Advertising

CEO Somers reviewed GVR's current advertising program for Board to evaluate pros and cons of program to determine best future path.

### **Board Feedback:**

- Pleased to see product-line view – good management approach to look at GVR's various activities.
- "Is advertising in GVR's mission?" could be a topic in the Strategic Plan.
- GVR advertising is most cost-efficient a company could use:
  - ❖ Excellent way to advertise.
  - ❖ Good exposure.
  - ❖ Having outlet for small businesses to advertise is part of GVR mission as being an asset to the community.
  - ❖ If company willing to pay for an ad and generate revenue for GVR, and they get more customers, it's a win-win.
- Going after advertising for sake of generating revenue is not the reason GVR is here. Okay if fits in line with what GVR is doing, but important core competency we have is the communication.
- Surrounded with advertising everywhere - maybe some constraint - think about optics of having advertising everywhere we can put it.
- Continue program - look at pricing to see if GVR could get better return. Important to keep the revenue stream as much as we can.
- Keep some level of advertising:
  - ❖ Banner advertising at PB Courts/Tennis Courts effective
  - ❖ Reaches a lot of people
  - ❖ Wind protection for players.
  - ❖ How much revenue do banners generate?
  - ❖ Court advertising should be appropriate.
- Support Communications staff curtailing or modifying current program:
  - ❖ Do more research to modify current program.
  - ❖ Break down by type – banners, GVRNow!, GVR website, etc.
  - ❖ Reevaluate what is good advertising.
  - ❖ How cost-effective is the present advertising?
  - ❖ If need to hire extra staff to advertise, doesn't seem cost effective.
  - ❖ What is cost-effective for GVR?
  - ❖ What generates the most revenue?
- Don't notice advertising/ignore it on GVR website – don't find it offensive.
- How would GVR replace \$25K in revenue if no longer offering advertising?

### **Summary:**

- Interest in receiving statistics on GVRNow! – distribution, circulation.
- Interest in breakdown of media distribution in general. Where are most of these ads going / being placed, etc.
- How would GVR make up the \$25K?
- Interest in taking a look at a modified approach, but not hearing consensus from Board, so warrants further discussion.
- Bring back at future Work Session, after staff does additional research, and have the next Board revisit and see if staff can get clear direction on how to move forward.

### **3. Security Cameras**

CEO Somers reviewed background/intent on security cameras installed at various GVR campuses. Board discussed pros and cons of camera deployment throughout GVR campuses, and continuation/removal of security cameras.

#### **Board Feedback:**

- Privacy:
  - ❖ Video feed - how to keep it from getting used or misused?
  - ❖ Make videos only available to staff. If staff needs security cams to do their job, then GVR needs them; if not, do away with them.
  - ❖ Not a service to provide to members to see how many people are at a swimming pool - privacy implications are huge.
  - ❖ Weigh benefits of privacy concerns with benefits to GVR – staff usage, don't let them end up on the internet, due diligence with them, they provide a service.
  - ❖ Since people are in public facilities, they should not expect privacy.
- Expensive equipment in Facilities and fights occur at some centers/facilities. If use cameras to catch or prevent vandalism or identify causes of fights, need to use them. Need cameras for security.
- Place cages on cameras to protect from vandals.
- May not be all or nothing. Look at individual locations. Where are most beneficial locations to have cams?
- Originally 2 links on PB website –at Complex and at EC. When links removed, a lot of people not happy. Links were used to see conditions/occupancy on courts before travelling. Many people asking when cams coming back. If PB Club wants to have cams, have waiver signed to say anything they do can be made available to the public / let everyone know the cameras are on.
- Less comfortable with cameras on the pools.

#### **Summary:**

- Continued support for security purposes.
- Keep live feed on certain cameras, such as PB Courts; but hearing overall it isn't most appropriate or beneficial to have a live feed on the pools, for example. May want to check with Tennis Club for their thoughts are on the Tennis Courts.
- Some benefits to staff where members of the public are interacting with staff in GVR office lobby or lobby of any of the Centers, seems like it might be appropriate.
- Fitness Centers recent example where camera would have been beneficial.
- Hearing not necessarily want cameras on a live feed, but just be able to pull the data if need be if there is incidents or crime or whatever there may be, except something like PB where it does seem to be a benefit to the members. GVR would probably want to sign it appropriately letting people know – here's the camera and you can go right on to the website and look at this feed, so it's very clear that people in fact are on camera for the PB Court or any other facility we decide to put them on.

#### **Member Comments:**

- \$25,000 is about \$180 per member per year in dues, but the advertising on the website is excessive.
- Advertising works both ways – GVR's name out at stores, businesses - puts GVR at their sites.