

Underserved Subcommittee of the Survey Committee
August 26, 2018 meeting
Fiesta Room, Santa Rita Springs

Posting Approved by Sandra Thornton Friday, October 14, 2018 3:46 pm
Pending Committee Approval

Attendees: Sandra Thornton, Chair; Sandy Rockowitz, Gail Ault, Steve Wilhelm, Board Members Charlie Sieck, Gail Vanderhoof, and Carol Crothers; Guest, Ed Knop
Meeting opened at 2pm. Roll was taken. Charlie moved and Steve seconded approval of the minutes which passed unanimously. We hope to give subcommittee report at the October BoD Meeting.

Review the verbatims:

Steve Question 4, "Am I getting good value for my GVR dues?" Dues and fees were the biggest items mentioned but no viable suggestions other than cut spending which came from approximately 80 percent of the respondents. Carol credit card costs are almost \$100,000/pa, it costs approximately \$5,000 to cash checks, and we still have a \$700,000 surplus. Charlie stated about 20 percent or 1300 homes have income \$25,000 or under, but GVR gives no thought given to saving. Steve felt we needed to improve the alignment between dues and benefits. Ed Knop noted these comments are the passionate responses that don't show up in the evaluation of the multiple choice responses.

Sandy Questions 22/23: Most want transparency, BoD should be allowed to communicate directly with members including on financial information, Members needed to be asked for opinions, allowed to speak, be listened to, informed (put more in the GVR Now newsletter), and the bullying should stop. Sandra reported her findings paralleled Sandy's for the modified NRC group. Members want to be asked to be involved. Charlie said in the 2010 survey 80 percent of the members got their news from the GV News and in 2018 it was only 40 percent. Sandy stated a column in GVR Now from the BoD would be good. Sandy reiterated most members want honesty, frankness, truthfulness and being consulted; maybe more town hall meetings, transportation for the elderly, expose more of the income/ expenses of GVR. Ed stated for a good sample of the membership the survey invitation should be on-going, standard questions, and solicit participation. People don't care enough because they don't know enough. Get them involved in personal relationships using neighbors and attempt to satisfy their needs, encouraging engagement. The Club structure has great attractiveness - helping people get their "toe" in the water. Sandra wondered about a \$5 dues reduction for answering a survey.

Sandra Question 25 with 120 responses against a premier resort, 185 felt they did not get good value for dues. Gail V. noted there were around 9000 guest cards for single owners and after the change there are about half. Fair would be 2 cards per household. Charlie suggested give the board the option of 1) singles pay half or 2) give them a second card. The second card would be the least expensive option. Landlords are also not being treated equitably. Sandra will suggest the BoD keep dues level until we can deal with folks who are struggling. Charlie stated we were \$750,000 over budget.

Charlie showed a distribution of income and extrapolated what it would cost (approximately \$180,000) to give reduced dues to members under \$20,000 in income (5 percent of their income).

Review of draft report: GVR can't successfully execute a "meeting place". Carol indicated issues with may soon be resolved. Gail V had the suggested an information questionnaire to the staff as well as members. Gail A suggested an employee suggestion program with monetary benefit to the employee.

Last comments by attendees, assignment of tasks prior to next meeting, and meeting was adjourned at 4:30. Next meeting is September 11 at 10:30am.