



CEO HIGHLIGHTS

An Overview of Recent Activities, Operations, and Initiatives Conducted For & On Behalf of GVR Members and the Board of Directors (As of July 10, 2015)

I. Community Outreach & Public Relations

- A. **Verizon Wireless Cell Tower** installation in the West Center parking lot is pending receipt of the Verizon Wireless countersigned contract.
- B. **GVR Foundation [GVRF]** – the Foundation Board has completed training with training facilitator Bob Phillips. The GVR Foundation mission is *“To enrich the lives of GVR members and community residents through advocacy, programs and financial support that promotes health and wellness in Green Valley, AZ.”* Work continues in setting strategic goals for the organization and outreach to our community. GVRF received a \$2500 grant from the Greater Green Valley Community Foundation for the strategic planning sessions.
- C. **Boundary Expansion Referendum** – Information is available to our membership on our website, thru email blasts and in the current GVR Now! Ballots will be mailed on Monday July 13th. Every effort has been made to make referendum ballots available to our members whether they be in town, traveling or at their summer residence.

II. Marketing & Communications

- A. **New Corporate Brand\Logo** – A new corporate brand and identity have been finalized, and a presentation has been developed explaining the development process and rationale. On July 9, a preview presentation on the new brand was given to 21 GVR stakeholders involved with the initial Focus Groups that met in spring 2015. Throughout the six-month project, approximately 200 people were given the opportunity to provide input and comments to guide the development of the new brand identity. With endorsement of the new corporate logo and identity by the Board, Marketing will develop Branding Guidelines and a phased-in Implementation Plan.
- B. **GVR Now! August Issue**– The August issue of the 20-page GVR Now! newspaper insert is being finalized for publication on July 29.

- C. Hotline Emails** – Marketing continues to field questions and comments on the Hotline email and replies or forwards to the appropriate manager for response. Most questions pertain to the upcoming referendum, status of the Abrego North pool, and summer maintenance. The Hotline receives approximately 50-60 emails per month.
- D. Social Media** – Marketing continues to maintain GVR’s Facebook page with regular postings and engagement with members and friends. The number of likes has increased from 382 to 426 from June 9-July 6, 2015, and is growing steadily each month. Cross promotion of our Facebook page on the eBlasts and brochures is steadily boosting our numbers.

III. Recreation & Leisure Services

- A.** The fall 2015 catalog has been downloaded ahead of schedule and Marketing is currently working with our contract graphic designer on the production of this catalogue. We have 81 instructors, 172 titles, and 295 individual classes offered for the upcoming fall session.
- B.** We are proud to offer 33 new class titles this year including popular ceramics topics like Wheel Tricks and Techniques and Fundamentals of Hand Building, Pickleball 101 and 201 to coincide with the opening of our new Pickleball courts, Our Vietnam Experience and Opera Survivors Guide, great creative offerings like Come Make Christmas Cards and Getting Creative with Wax and Rubber Stamps - and many more!
- C.** We have updated the Instructor’s Handbook and various internal forms and are in the process of testing two options allowing us to move the Course Evaluation form from a paper based format to an online medium, thereby reducing printing costs, reducing the time it takes to process class evaluations, increasing response rates, and providing the ability to track feedback online.
- D.** We have completed two full-capacity summer tours (44 members each) to the Phantom of the Opera at the Gammage Auditorium in Phoenix and Kitt Peak Observatory. Our upcoming Tucson Streetcar Tour is already sold out. The Mt. Lemmon trip still has seats available for members to enjoy! Our Diamondbacks game trip was the only non-sell out this season at 41 seats vs 44.
- E.** Staff is scheduling and confirming dates and topics for the GVR Fall Lecture series.
- F.** Twenty nine GVR members attended CPR training, which included how to use an Automated External Defibrillator (AED) during national CPR week (the first week of June).

IV. Customer Service

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CEO, Green Valley Recreation, Inc., Arizona

- A. GVR currently staffs four full-time and six part-time Member Service Coordinators. Coordinators staff five GVR centers to provide customer service and are also scheduled to cover Performing Arts, Movies and Special Events.
- B. The East Center's office will be closed from July 13th- July 19th and will reopen on July 20th. During this closure the coordinator will be re-located to another site.
- C. The Las Campanas office will be closed from August 10th – August 16th and will reopen August 17th. During this closure the coordinator will be re-located to another site.

V. Performing Arts

- A. **The GVR Live!** 2015 Summer Performing Arts Season performances have been received with enthusiasm. GVR Live! presented performances in May by Switchback. In June, GVR audiences were treated to concerts by Tony Duncan and Kevin Mac. July started off with a bang with the annual Army Band concert to celebrate the 4th of July. The band played to a full house of 500.
- B. **GVR Live!** continues outreach efforts throughout the summer with three performances at Silver Springs. These three events have served over 100 residents and family members at the facility.
- C. **GVR at the Movies!** continues to offer great films throughout the summer. Coming in August our movie presentations are Whiplash and Selma. Our summer movie season has been a great success serving over 1,849 movie patrons.
- D. **GVR Live! 2015/2016 Performing Arts Season Brochure** is complete and available now. It will be a great season with exciting entertainment for everyone! Season tickets are currently on sale through August 28th. Individual tickets on sale September 1st.

VI. Finance

- Revenues for June 2015 are \$702,001 and Expenses are \$455,678 for a positive bottom line of \$246,323.

VII. Facilities

- A. GVR has negotiated terms of agreement for board approval with an architectural and engineering firm selected by the Facilities Assessment Work Group. If approved by the board, the selected firm will conduct a comprehensive assessment of GVR's facilities that considers current and future needs of members and will prepare a 10 year strategic master plan with recommendations.

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- B.** This week custodial staff at SRS are working on floor projects such as carpet cleaning, stripping and waxing of floors. On Monday, July, 13th crews will begin floor work at East Center.
- C.** In the next few weeks Darrell King of Diversey chemicals will come down to start a three-part training series in restroom care for the custodial department.

VIII. Abrego North Pool Update

- Review of the distressed pool and spa at Abrego North is targeted as a top priority and deliverable for the architectural and engineering firm GVR expects to retain to conduct our 10-Year Strategic Master Plan.

IX. East Center Pickleball Courts Construction Project

- A.** The four (4) newly concrete-poured Pickleball courts are curing nicely. Weather permitting, the contractor is scheduled to do some miscellaneous work this week, including setting fence posts and pouring additional concrete.
- B.** The four new courts are slated for completion in August. When finished, the contractor will resurface the existing three pickleball courts at East Center.
- C.** GVR expects to host a Grand Opening of the new pickleball courts in mid-to-late August. Details coming in early August!

X. Desert Hills

- A.** A temporary outside shower isn't stalled at poolside and re-construction of the women's locker, outdoor shower and sauna has begun. New walls and tiles are being installed in the locker room and outside shower. Some new cedar wall planks and cedar benches are being installed in the sauna. Affected will re-open as soon as they are completed.
- B.** New wrought iron fence panels and gates will be installed around the pool and spa area in the upcoming weeks.
- C.** Stucco repairs on the exterior walls and columns around the pool areas will be performed soon.
- D.** Additional stools for the Billiards room have been placed.

XI. Canoa Ranch Pool & Deck Update

- A.** As with the Abrego North pool, the Canoa Ranch Deck Coating failure will become an item of analysis for the architectural and engineering firm, and will be one of the first projects for review.

- B.** In addition, we will be asking the firm to provide an analysis of the viability of creating a constant depth pool for swimming, walking, water aerobics, etc.

XII. West Center

- A.** New wrought iron gates and fencing are being installed at the West Center crafts building courtyard.
- B.** Remodel work to widen and lengthen stalls in the lobby restrooms has begun.

XIII. East Center

- New exterior LED lighting has been installed on the east side of the facility.

XIV. Pools and Spas

- Staff is currently upgrading pool and spa operating equipment at the majority of our centers. Most of the work is being done without disrupting member swim times. When an equipment upgrade is performed that requires a pool or spa closure, all efforts are made to coordinate with other facility projects to lessen the impact to our members.

XV. Landscaping

- A.** Recent storms to our area have produced damage to some of our trees, and littered some of our parking lots with mud and debris. Landscaping staff are diligently working to keep our 14 facilities properly maintained during what appears to be an active monsoon season.
- B. NOTE:** If you see an irrigation leak or landscape-related safety hazard that needs to be addressed, please report the issue to any GVR employee. The staff member will submit a work order for repairs.