



CEO HIGHLIGHTS

An Overview of Recent Activities, Operations, and Initiatives Conducted For & On Behalf of GVR Members and the Board of Directors (As of August 21, 2015)

I. Community Outreach & Public Relations

A. Lightning Notification Procedure:

Because lightning poses a risk to our members, employees and is a serious liability issue we have adopted the guidelines of the National Lightning Safety Institute to determine when to close indoor and outdoor swimming pools, spas and showers due to lightning. The on-duty Center Operations Assistant (COA) has the primary responsibility of closing the pools if he/she sees lightning or hears thunder. Pools are closed if there has been no observed activity for approximately 30 minutes. When **ONE** pool is closed or re-opened, **ALL** pools will be closed or re-opened. The COA will contact GVR staff by sending an email to the Lightning Response Group. (The lightning response group includes all GVR staff via e-mail and text messages to custodians and maintenance staff).

The messages read:

“Pools are closed due to lightning,” and “Pools are re-opening.”

When the on duty custodian staff receives this message, they are accountable to close/re-open the pool at their assigned center.

The COA will call the satellite custodian and they will coordinate closing/re-opening of all satellite pools.

B. Verizon Wireless Cell Tower – Verizon Wireless is in the process of assigning a contractor for the tower installation.

C. GVR Foundation [GVRF] –

1. On September 10, 2015 GVRF will be hosting the Greater Green Valley Community Foundations kickoff event for the Non-Profit Learning Institute. The

event will take place at the Canoa Ranch Social Center Ramada from 5:30-7:30pm. In attendance will be representatives from nearly 70 of our local non-profits.

2. The GVR Foundation has received its first remittance check from Jim Click and a generous donation of \$500 from the Green Valley Pickleball Club.
3. The Foundation is also set to launch its first Annual Fundraising Campaign in October.

D. Boundary Expansion Referendum – 13,291 GVR households were eligible to vote in the Boundary Expansion Referendum. 13,208 ballots were sent thru the U. S. Postal service and 83 ballots were sent out by email. A computer glitch necessitated replacing 613 (4.6%) ballots and we had another 178 requests for replacement ballots.

E. White Elephant Parade - In preparation for the White Elephant Parade, we have scheduled our first Float Committee meeting for Wednesday, August 26, 2pm in the Annex behind the Member Services Center.

II. Marketing & Communications

A. New Corporate Brand/Logo – With Board approval of our new corporate identity and logo family, we have begun work to implement the new brand. To ensure consistency of use a branding guide was developed. Over time, you will notice the new logo on our nametags, uniforms, signage, stationary, membership cards, podiums etc. We will be coordinating bulk purchasing to leverage for best pricing on all items.

B. Marketing assisted with the coordination of the Grand Re-opening Event and Celebration of our new and refurbished Pickleball Courts on Aug. 14. Our members were excited to see use of our new logo on the podium, stickers, lanyards and commemorative pins. A video showing highlights of the event are posted on the GVR website.

C. GVR Now! September Issue–The September issue will be distributed/available on Wednesday, Aug. 26.

D. Hotline Emails – The number of emails received through GVR’s Hotline email has decreased dramatically. Key areas of inquiry continue to be questions on the boundary referendum ballots/voting, the Abrego North pool/spa, the scope of the work to be done by WSM Architects, and summer maintenance projects. All Hotline emails are screened and either responded to directly or forwarded to the appropriate staff for reply.

E. Social Media – Marketing continues to promote engagement with members and community on social media (Facebook), and the number of “likes” and reach continues to grow. We are nearing 400 followers, a new benchmark for GVR with an average of eight new followers per week.

F. News releases regarding the unveiling of GVR’s new brand family, the selection of WSM Architects for our Strategic Master Facility Planning Project, and the Grand Re-opening

& Celebration of the East Center Pickleball courts were developed and distributed to regional news media. These items also were posted to the Tucson Metro Chamber of Commerce website.

III. Recreation & Leisure Services

- A.** The Fall Leisure Course Catalog is complete and in our Social Centers. An attractive and refreshed publication had input from staff and our graphic designer. You will enjoy seeing use of our new branding colors and logo in this publication. There is also an electronic version of the fall catalogue on our website. Class registration begins on September 8.
- B.** **Online Course Evaluations** - In addition to fine-tuning the online version of the Course Evaluation form, GVR staff have been working on creating documentation for instructors and members to introduce the transition from paper-based forms to online versions. Testing of the online evaluation system will begin at the end of our summer session.
- C.** **GVR Tours** hosted 42 members on the Diamondbacks/Giants Tour (two seats shy of a sold out bus). We currently have 29 registered participants for our August tour to Mr. Lemmon, and Tucson's Modern Streetcar tour scheduled for late September is full. As the tour date gets closer, we will speak with our representative at Pleasurebent Tours about adding a second bus or creating an additional tour.
- D.** On August 8, 2015 Eight of our members received AED and "Compressions Only" CPR training.
- E.** **AZ, APRA Conference** held in Tucson: GVR Supervisor Maureen McCarthy presented "How to Manage a Volunteer Program" as part of the educational programming and Supervisor Karen Rans generously stepped up to help with "Maintenance Day".
- F.** We are excited to announce acceptance of the collaborative grant presented to Freeport McMoRan by Green Valley Recreation and Casa Community Services. Among GVR benefits created by the collaboration would be a good-will response to the needs of members who can receive social, recreational and other benefits suitable to their age and needs at Casa Community Services.
- G.** Unfortunately, not accepted was the grant proposal submitted by the GVR Foundation and partners: Greater Green Valley Community Foundation, Green Valley Council and Green Valley Recreation. The aim of this grant was towards generating economic development and tourism via a Web Property. The Web Property Advisory Board is proceeding with developing a plan to go forward with confidence that a comprehensive marketing program and viable internet presence will

generate economic development for Green Valley –Strengthening Community Well-being.

H. Final Plans for the winter GVR lecture series are in the works.

I. We had a full house at our volunteer summer movie, *ARIZONA*. *Arizona* was the first movie produced at Old Tucson Studios – 75 years ago! Volunteers were served a light lunch (hot dogs, beans, chips, desert, popcorn and beverages.) There were prizes and surprises. Everyone had a great time!

IV. Performing Arts

A. The GVR Live! 2015 Summer Performing Arts Season performances were well received. In August, our audience enjoyed *The Sonoran Dogs* and the season closed with a wonderful performance by Ang Li.

B. GVR Live! 2015/2016 Performing Arts Season Tickets are on sale through August 28. It will be a great season with exciting entertainment for everyone! Individual tickets will be on sale September 1.

C. GVR Live! continued outreach efforts throughout the summer with two performances at Silver Springs in the month of August. *The Hard Road Trio* and *The Sonoran Dogs* performed at the facility to great crowds of 40 to 50 people.

D. GVR at the Movies! continued to offer great films throughout the summer. In the month of August, we served 920 with our movie presentations of *Whiplash* and *Selma*. The last film of the summer, *Still Alice*, will be shown on August 26.

E. Performing Arts Program Volunteer Training began this month. We are holding training for our Program Volunteers on new policies and procedures. This training will help us better serve all of our patrons.

V. Finance

A. As of July 31, 2015, GVR has \$6,162,500 held in Reserve Funds

B. Staff is preparing 2016 Budgets to be presented to Fiscal Affairs Committee and Board of Directors at their September meetings.

VI. Facilities

A. Abrego North Pool Update

1. On Thursday August 27, 2015 a forum will be held in the East Social Center Auditorium at 1pm. We invite Abrego North area GVR members to attend. A presentation will be made by WSM Architects on their facility analysis and options to this point concerning the Abrego North Pool/Spa.

B. Desert Hills

1. The women's locker room has re-opened after undergoing wall repairs and retiling. The sauna underwent remodeling with new cedar wall planks, floor recoating and installation of new cedar benches. The outside shower was completely retiled and a new shower fixture, grab bars and towel hooks installed. Stucco repairs were made around the pool area, and new wrought iron pool gates installed.

C. Canoa Hills

1. Loose tiles were repaired at the Canoa Hills pool, , and the ramp was sandblasted at the entry point.

D. Canoa Ranch Pool & Deck Update

1. The Canoa Ranch deck coating failure also is a top-priority item for WSM Architects, and preliminary review is already underway. The firm will be performing an analysis for the viability of creating a constant depth pool for swimming, walking, water aerobics, etc. Members will have the opportunity to provide input on any changes recommended for the pool through a series of outreach meetings. Watch for more details on meeting dates/times.

E. West Center

1. The outside showers were completely retiled.
2. As the finishing step to the remodel project the floors in the lobby restrooms will be retiled. The restrooms will be closed during this time. The courtyard restrooms will be available for use during this time. This work is scheduled to be done August 20 – 28.

F. Las Campanas

1. Custodial staff refinished the hard floors at Las Campanas on Friday August 14th. This week our facility staff are working with deep cleaning equipment and carpets in the LC fitness room. Starting Monday, August 24th two different crews will be stripping and waxing hard floors at Casa Paloma 1 & 2.

G. Pools and Spas

1. During the month of August, new circulating filter pump motors and new pool and spa heaters will be installed as needed at CP1, CP2, CV and MV. Pools and spas will remain open.

H. Landscaping

1. Landscaping staff are busy trimming tree branches and cleaning parking lots of storm run-off debris and sand.
2. As requested by the Bocce Ball Club, pavers have been installed around the new shade structures at the Canoa Hills Bocce Ball Courts.