



## CEO HIGHLIGHTS

### An Overview of Recent Activities, Operations, and Initiatives Conducted For & On Behalf of GVR Members and the Board of Directors (As of September 25, 2015)

#### I. Community Outreach & Public Relations

**A. Corporate Boundary Document** – The document was updated by GVR legal counsel given the recent member-approved Corporate Boundary Expansion.

**B. Member-Approved Boundary Expansion – Next Steps.** Collateral materials are in development to support GVR’s community outreach program targeting non-GVR members who live within the eight HOA’s recently brought within GVR’s corporate boundary. On November 7<sup>th</sup> and 14<sup>th</sup> Open Houses will be held for these potential new members at Santa Rita Springs Center and East Center. In early November 2015, these households will receive an introductory letter, two-day membership pass and an invitation to attend an Open House. Production of a video presentation for this event is also in the works. This video will be an electronic version of GVR’s “You belong here!” and posted on the GVR website.

#### **C. GVR Foundation [GVRF]**

1. The GVR Foundation is seeing positive results relating to the Jim Click Purchase/Service program. To-date the foundation has received \$200 in donations from Jim Click Automotive due to auto purchases by GVR members. Thirty-five GVR members/employees have come to GVR Centers for eligibility forms.
2. The Foundation receives a small royalty from sales of goods at two *Good to Go Vending* machines. The first payment to the Foundation was received for sales during the month of August. The Foundation looks forward to seeing the results of its registration at Fry’s and AmazonSmile, and success in our first Annual Fund Campaign scheduled in November 2015.

3. The GVR Foundation is currently researching grant opportunities and looking into program enrichment possibilities.

## II. Marketing & Communications

- A. Printed materials**, including the Facility Map, forms, new stationery, business cards, and presentation folders are being designed/redesigned or updated and printed with the new corporate logo. To save costs GVR will continue to use current inventory stock of materials and supplies before redesigning/reprinting.
- B. Marketing and Promotional Items:** Promotional items such as ID lanyards and badge holders have been selected and ordered with the new logo. Table drapes and podium emblems with GVR's new logo are on order for use at meetings, trade shows and special events.
- C. Advertising and Sponsorship Programs:** Advertising and sponsorship programs are in development to allow advertisers the opportunity to market their products and services to GVR members and generate revenue and underwriting for programs and services. One of the initial components of the ad program involves selling ad space in the 2016 Winter Course Catalog, GVR's largest course catalog with over 80 pages and 8,000 copies distributed. A sponsorship program will be developed for GVR Foundation's "2016 Southern Arizona Senior Games," presented by Green Valley Recreation Inc.
- D. GVR Now!** The October issue of *GVR Now!* was distributed Sept. 23, and staff is working on the next issue. In the November issue and in observance of Veterans Day, GVR will pay special tribute to GVR members and employees who are veterans. *Members and employees of GVR are encouraged to submit information about their military service along with a current photo for us to publish. Deadline for submissions is Oct. 2.*
- E. eBlasts:** Marketing continues to compile and promote news and information about GVR for weekly eBlasts. The number of eBlast subscribers continues to increase.

## III. Recreation & Leisure Services

- A.** On August 19, 2015 180, people enjoyed the Summer Volunteer Movie, *Arizona*. A light lunch and prizes were included.
- B.** GVR and Casa Community Services were awarded a grant of \$53,500 from Freeport McMoRan for support and daycare services for GVR members. We are in the organizational stage of this program scheduled to begin in January 2016.
- C.** In the past week, two full-time Member Services Coordinators, Amanda McDermott and Elizabeth Hernandez, have joined our GVR team, filling two vacant positions.

- D.** The Member Services Center (MSC) reception area is currently under renovation. Services have been relocated to other GVR offices during this time.
- E.** Staff has begun work to update GVR Staff Orientation Training. A schedule of training activities include:

  - Welcome message from the CEO....(90 second video clip)
  - General Overview...(to include GVR history, GVR member culture, facility tour)
  - General Safety Training
  - Customer Service Training
  - GVR Procedures Training
  - GVR Employee Core Values
- F.** We are preparing for the busy season and updating documents to include in welcome packets for tenant registration.
- G.** Customer service stations will be set-up at West Center for Leisure Education Class Registration on December 7<sup>th</sup> through 9<sup>th</sup>.
- H.** 5,000 2015 Fall course catalogues were ordered and we have received numerous compliments on the cover and refreshed layout.
- I.** On the first day of 2015 Fall Registration, GVR completed 579 enrollments. 89.4% of those registrations were handled by GVR coordinator staff and 11.5% were processed through GVR's internet portal. The first week of registration enrollments totaled 987. Seven classes filled on the first day of registration.
- J.** GVR is investigating advertising options for future course catalogs.
- K.** GVR's 2016 winter class catalogue is in the works with course scheduling nearly complete.
- L.** GVR Tours hosted 30 members on the Mt. Lemmon tour with rave reviews. The last tour of the summer session, Modern Streetcar Tour, is on September 25 and has completely filled.
- M.** The process of booking GVR Artist Exhibitions for 2017 has begun.
- N.** Correspondence has been sent to potential sponsors of the 2016 Southern Arizona Senior Games. RFP were sent for printing of the participant t-shirts.
- O.** Reservation space holds have been made for the 2017 classes, concerts, community and volunteer events.

#### **IV. Performing Arts**

- A.** **Sunset Serenades**, GVR's new fall outdoor concert series, is being readied. These concerts will be held outdoors at three GVR facilities (Santa Rita Springs; Canoa Hills; Canoa Ranch) in November and December, 2015. A special flyer will be distributed to market these new events.

- B.** **The GVR Live!** 2015/2016 preparations are complete. Staff prepared all summer to make sure that patrons have a wonderful season. Season Ticket sales have been outstanding.
- C.** **GVR Live!** Individual tickets are now on sale for all performances. The season begins on Tuesday, October 13 with a performance by Jimmy Webb – *The Glen Campbell Years*.
- D.** **Performing Arts Program Volunteer Training** is a success! In only two sessions, we have provided training to over 80 program volunteers. Monthly training sessions will continue each month throughout the season. Program volunteers are being trained on new policies and procedures. This training will help us better serve our patrons.
- E.** **Education and Outreach** events are being scheduled for the 2015/2016 season. Events will continue to be scheduled at Silver Springs Assisted Living, where all campus residents are GVR members. At least three education programs have been scheduled at Southern Arizona Schools.

**V. Finance**

- A.** Year to date revenue on August 31, 2015 is \$6,147,023
- B.** Year to date expenses are \$5,178,546
- C.** Year to date revenue over expenses is \$968,477
- D.** As of August 31, 2015 total combined reserves (Operating; Capital Replacements; Initiatives & Innovation) are funded at \$6,212,500

**VI. Facilities**

**A. Custodial**

- 1. Three GVR Custodial Department vacancies have been recently filled. Please welcome Darrel Baska, Jerry Patterson and Bill Babnew.

**VII. Maintenance**

**A. General Information**

- 1. Completed work orders total 306 in September. The year to date total is 3,599.

**B. Member Services Center**

- 1. A severe underground water leak at the Member Services Center was identified and located by Landscape team leader Mercedes Mendoza. Following excavation of the broken pipe, repairs were accomplished.

**C. Desert Hills**

- 1. Several of the new wooden legs for the sauna benches at Desert Hills were replaced due to severe damage and staining that occurred soon after the newly refurbished sauna re-opened last month.

**D. Canoa Ranch Pool & Deck Update**

1. Following the success of the GVR/GVR Foundation-hosted launch of the Nonprofit Learning Institute on September 10 at the outdoor Ramada at Canoa Ranch Center, the Ramada is now available for rental events. The outdoor space has been outfitted for temporary event lighting. The lighting fixtures will be stored when not in use.
2. September 29<sup>th</sup> through October 1, Facilities staff will clean the carpet in the fitness room, lobby and Amado Room. The flooring in the locker rooms will be deep scrubbed.

**E. West Center**

1. The lobby restroom floors have been completely retiled.
2. The locker room showers have been retiled.

**F. Pools and Spas**

1. New pool heater, spa heater and pump motors have been installed at Casa Paloma 1
2. New spa heater and pump motors have been installed at Casa Paloma 2
3. New pool heater and pump motors have been installed at Continental Vistas
4. New pump motors have been installed at Las Campanas

**G. Landscaping**

1. GVR landscaping staff is busy trimming tree branches and clearing parking lots of storm run-off debris/sand
2. New Indian Hawthorn (Pink Lady) shrubs were planted at Casa Paloma 1