



CEO HIGHLIGHTS

An Overview of Recent Activities, Operations, and Initiatives Conducted For & On Behalf of GVR Members and the Board of Directors (As of October 27, 2015)

I. Governance Training

GVR President Joe Gunton and CEO Kent J. Blumenthal attended a two-day training event in Indianapolis, Indiana on October 19-20, 2015. Entitled, "Exceptional Boards: Strengthening the Leadership Team" was presented by the American Society of Association Executives (ASAE). The symposium was led by content leader Nancy R. Axelrod, a governance consultant and founding president of the *National Center for Nonprofit Boards* (now known as *BoardSource*).

II. Community Outreach & Public Relations

- A. **GVR annual dues billing statements** will be mailed to all GVR members on October 30th. The annual dues mailing includes the GVR Foundation Annual Fundraising Campaign.
- B. **A Governance Briefing on Abrego North Pool** will be held on Wednesday, November 4th @ 9am at Santa Rita Springs. The briefing is intended to provide detailed information about the distressed Abrego North Pool, and answer any questions from Board and committee members.
- C. CEO Kent J. Blumenthal is volunteering as a "Celebrity Waiter" at the **7th Annual Celebrity Waiter Dinner – Lucky 7 Jubilee – on Saturday November 14th, 2015 at Quail Creek**. All fundraising donations received in Kent's name will be shared equally between the GVR Foundation and the Greater Green Valley Community Foundation (GGVCF). Donations may be made in advance of the dinner, and attending the dinner is not a requisite to be able to donate. **To donate to the GGVCF & GVR Foundation in Kent's name, please contact Jen Morningstar @ 520.625.3440, x7204 (jen@gvrec.org).**

III. Marketing & Communications

- A. A five-minute **promotional video about GVR and Green Valley** is being professionally scripted, filmed and produced by GVR marketing and the local firm, Creatista. The video will be screened at the GVR Board of Directors meeting on September 29; presented at GVR Open Houses at four major Centers in November; and posted on GVR's and the GVR Foundation website. To promote home sales and economic development links will be provided to the Chamber of Commerce and Green Valley/Sahuarita Association of Realtors.
- B. **GVR NOW!** The November issue of GVR Now! was published on October 28 and is available at all GVR centers. This issue features a special section devoted to honoring GVR members and employees who served in the U. S. Armed Forces. Members and employees were encouraged to submit information about their military service along with military and current photos for publication.
- C. GVR has purchased print advertising with the Green Valley News to have the locations of all GVR centers included in the **2016/17 Green Valley and Sahuarita Maps**. To promote GVR and Green Valley we have also purchased a half-page display ad in the glossy color magazine, **Southern AZ Living**.
- D. Marketing is assisting with developing and printing flyers, insert cards, envelopes and other marketing materials to support the **GVR Open Houses held on Nov. 7 and 14** for non-GVR members who reside in voluntary deed-restricted HOA's, including properties in eight HOA's within the newly expanded GVR Corporate Boundary.
- E. Marketing and recreation staff represented GVR at the **Green Valley Fire District's** annual community pancake breakfast on Oct. 9. As a sponsor of the event, (attended by over 800) GVR hosted an informational booth and distributed information about GVR membership and open job opportunities.
- F. eMarketing: Marketing continues to manage and promote weekly eBlasts. The number of **eBlast subscribers now totals over 11,000**. GVR reached a milestone by surpassing 500 "likes" on our **Facebook page** and we now have 505 friends following GVR.
- G. Advertising: **An advertising program is being established** and an advertisement policy is being developed to provide guidelines for advertisement acceptance. The initial ad program includes paid ads in four pages of the winter 2016 GVR Leisure Course Catalogue and on the electronic reader boards at GVR Centers. Plans are to build on this advertising program to generate non-dues revenue and secure with additional ad opportunities for business' seeking to promote their products and services to our members.

IV. Recreation & Leisure Services

- A. Scheduling of **Winter 2016 Leisure Classes** is complete and the catalogue is being prepared to go to print.
- B. The winter session includes **295 course titles with 656 individual classes!**
- C. **GVR's first tour of the fall season** was Sunday, October 25 and included brunch at the Arizona Biltmore and a tour of Taliesin West. There were 29 participants. Our next tour is to Canyon Lake with 41 participants pre-registered.
- D. **GVR Volunteer Supervisor Maureen McCarthy has been awarded the credential "Certified in Volunteer Administration,"** by the Council for Certification in Volunteer Administration. Maureen, a six-year employee of GVR and Senior Recreation Supervisor, joins a select group of over 1550 individuals who have attained this sought-after international credential as demonstration of their professional excellence in mobilizing and managing volunteers. In addition to the volunteer program, Maureen supervises CPR AED training for members and employees, the water aerobics program, the personal trainer and fitness center orientation programs, and center operations assistants (COAs.) She also oversees other GVR special events such as participation in the White Elephant parade and the Fit & Fun Day Open House. In early October Maureen led a workshop on "Recruiting Volunteers for the Future of Green Valley and Sahuarita." Sponsored by La Posada, over 40 regional volunteer supervisors attended.
- E. **Volunteer "October Feast" luncheons** were held on October 7 and 21. Nearly 300 GVR volunteers who work at pools, fitness centers, programs, water aerobics and the GVR Board of Directors and committee members enjoyed chicken potpie, apple pie, tossed green salad, and the chance to socialize while off duty!
- F. Planning for the collaboration between **GVR Foundation, GVR and Casa Community Services** began in October. The goal of the program is to better serve GVR members and others who may be underserved due to age, special needs, and health or transportation difficulties. This yearlong project will include monthly classes called "Engage – for the Best of Your Life", a lunch program and adult day services – all to enrich longevity and quality of life.
- G. GVR continues to participate in site visits to local nonprofit organizations intended for Green Valley residents and Snowbirds. The tours of nonprofits are conducted each month by the **Greater Green Valley Community Foundation**, in collaboration with **Friends in Deed and the Green Valley Sahuarita Volunteer Clearinghouse**, and are intended to increase volunteerism and charitable donations in the local area.

- H. GVR has entered a float in the **51st Annual White Elephant Halloween** on Saturday, October 31! Our participation will be a real Thriller!
- I. Sponsor letters were mailed out for the upcoming GVR Foundation's **Southern Arizona Senior Games**, presented by GVR. A grant application was submitted to the Country Fair White Elephant for a grant to offset the cost of the volunteer t-shirts.
- J. The new **GVR Club Logo Guidelines** have been communicated to the GVR club presidents.

V. **GVR Customer Service**

- A. **Santa Rita Springs Coordinator Office** will open to service members beginning December 14 and remain open through the high season and close on April 30. Office hours will be Monday – Friday, 8am-1pm.
- B. Stations will be set up at **West Center** to accommodate active GVR registration dates. Member Services Coordinators will be on duty in West Center's Room #2 on December 7th, 8th and 9th. The Coordinators will be processing Class Registrations, Tenant and Guest cards. Additional West Center registration dates are: January 1-6; February 1-3; March 1-3.

VI. **Performing Arts**

- A. **The GVR Live!** 2015/2016 Performing Arts Season kicked off in October with a performance by Jimmy Webb. Grammy Winner Mike Farris and Ethel also performed in October
- B. **GVR Live!** Special Event Series *Sunset Serenades*, GVR's new fall outdoor concert series, begins on November 1 with a performance by the *DeGrazia Band*. *Green Valley Stage Band* and *Jazzy Women* will also perform as part of this series. These performances are sold out.
- C. **GVR at the Movies!** Had two great movie presentations in October, *Hot Pursuit* and *The Mission*. *The Mission* is a special movie presentation to support the October performance by Ethel who will be performing music from *The Mission* score.
- D. **Performing Arts Program Volunteer Training** continues throughout the season. These training sessions have been very successful. New and existing volunteers are getting trained on current performance procedures so that we can provide a great atmosphere for our patrons at every show.
- E. **Education and Outreach programs** will be picking up this fall. GVR continues to bring artists to Silver Springs to perform for residents. GVR will also present in school outreach programs this season. We will be reaching out to students to share the arts and build future audiences.

VII. Finance

- A.** Year to date revenue on September 30, 2015 is \$6,812,687
- B.** Year to date expenses are \$5,753,794
- C.** Year to date revenue over expenses is \$1,058,893
- D.** As of September 30, 2015 total combined reserves (Operating; Capital Replacements; Initiatives & Innovation) are funded at \$6,262,500

VIII. Facilities

A. Upcoming Parking Lot Repairs

Please note that GVR will be **seal coating and striping parking lots** at East Center, Desert Hills, Continental Vistas and West Center. The centers will remain open unless indicated otherwise.

Below is the project schedule by center:

1. **Desert Hills** – Upper parking lot closure: Postponed due to weather – we will post a new schedule, as soon as it is established.
2. **East Center** –
 - a. Southwest parking lot outer areas only: Postponed due to weather – we will post a new schedule, as soon as it is established
 - b. North parking lot closure: Postponed due to weather – we will post a new schedule, as soon as it is established.
3. **West Center** –
 - a. Tennis parking lot closure: Postponed due to weather – we will post a new schedule, as soon as it is established.
 - b. 10/24 – Woodshop and Loading Ramp parking lots
4. **Continental Vistas** - 10/24 - Entire Parking Lot

B. Member Services Center

1. The **front lobby at GVR's Member Service Center**, located at 1070 S Calle de las Casitas, is closed for remodeling. ONLY new member transactions and facility reservations will be available at MSC during remodeling.
2. All other transactions and services, including ticket sales, movie tickets, class registration, tenant and guest card processing will be completed at the **West Service Center and Box Office**, located at 1111 Via Arco Iris.
 - West Service Center and Box Office is open M-F 8am – 4pm, Sat/Sun/Holidays 10am -2pm. For additional information, please call (520) 625.0288.

C. Desert Hills

1. New pool covers were installed in preparation for the fall/winter season

D. Canoa Ranch Pool & Deck Update

1. An initial review is underway by WSM Architects of the Canoa Ranch pool deck coating failure.

E. Continental Vistas

1. The accessible shower stall in the women's locker room will undergo wall repairs beginning on October 26 and concluding on the 28th. The locker room will be closed during this period. Access to the outside shower and companion restroom will remain available to members.
2. Replacement of the main pool gate and closure will begin on the 26th.

F. South Abrego

1. Repairs and touch-up painting to the shuffleboard courts is underway.
2. Installation of new benches around the horseshoe pits is complete.

G. Desert Hills

1. Installation of new pool covers is complete.

H. Pools and Spas

1. With the increase in members returning to GVR for the winter months, we would like to remind everyone about the GVR Guidelines for Fitness Centers and Pool & Spa Rules. Posted on our website @ www.gvrec.org/about/centers-and-facilities/swimming/
2. The spa at Casa Paloma 2 will be closed for routine cleaning and maintenance on Tuesday, October 27th
3. The spa at Madera Vista will be closed for routine cleaning and maintenance on Thursday, October 29.

I. Landscaping

1. The landscape crew removed the sand runoff from the Madera Vista parking lot and cleaned out the wash adjacent to the parking lot.
2. The crew is busy trimming tree branches and cleaning parking lots of storm run-off debris and sand.