



CEO HIGHLIGHTS

An Overview of Recent Activities, Operations, and Initiatives Conducted For & On Behalf of GVR Members and the Board of Directors (as of November 13, 2015)

I. Community Outreach & Public Relations

- A. Member Approved Boundary Expansion** – Open Houses for nonmember residents who live within the eight HOA’s recently brought into GVR’s corporate boundary and other voluntary deed-restricted HOA’s were held on November 7 and 14. GVR staff welcomed potential new members who viewed the new GVR promotional video, enjoyed tours of our facilities and the opportunity to experience GVR with a complimentary two-day guest pass. To date, five households from these HOA’s have chosen membership in GVR. Staff recently responded to membership queries from approximately 12 additional households.
- B. Abrego North Pool Replacement and Enhancement Update** – GVR is expected to meet soon with leaders of the Country Club North HOA to discuss Pima County requirements for parking and coordinate with WSM Architects to invite qualified firms to bid on the pool/spa project. Once underway, we expect the project to take up to six months to complete. GVR anticipates the newly restored pool will be open by mid-summer 2016.
- C. Nancy Mackel Retirement** - GVR, Inc. will be saying goodbye and best wishes to one of its most endeared employees, HR Specialist Nancy Mackel (known affectionately as ‘The Cackler’). Nancy will be retiring at the end of December. During her 12 year tenure with GVR, Nancy made sure that employees got what they needed to get off to a good start working for the Corporation. She possesses a welcoming attitude, and has always let her GVR colleagues know that they can come to her with personal and professional issues. Nancy plans on enjoying her retirement with husband Rich, her daughters and grandchildren, and her extended family in Illinois. Though petite in stature, Nancy is leaving big shoes to fill. Recruitment for a HR/Payroll Specialist was ongoing for the last several weeks. I’m happy to report that Ms. Jesse King has accepted the position. Jesse will start December 1st to be able to cross-train with Nancy. Happy Retirement Nancy! We will miss you.

II. Marketing & Communications

- A. **GVR's new promotional video**, *Living Well in Southern Arizona*, has been viewed more than 2,000 times on GVR's Facebook page, and is posted on GVR's website, YouTube page and Creatista's (video producer) Facebook page. We have requested that GVR Clubs and the local Chamber of Commerce post the link on their respective web sites.
- B. The November issue of **GVR Now!** is available in all social centers and we have received wonderful feedback on the special Salute to Veterans section. Production of the December issue is underway, with GVR Foundation President Anne Waisman submitting a guest column on the Foundation's first annual campaign.
- C. **A&E Market Research Survey:** Staff is working with Julie Vance, (A&E senior recreation supervisor) to promote ticket sales for GVR Live! performances and special events. The goal of the program is to expand our reach into Tucson and nearby communities attracting more attendees to our outstanding programming. Marketing will be conducting an online survey of eBlast subscribers to gather input leading to enhancement of A&E programs and to boost ticket sales.
- D. **Website:** Marketing is working closely with the new contract webmaster to develop the new website hierarchy and provide creative input on design. In response to member input, we hope to provide a more comprehensive and user-friendly website.
- E. **Catalog Advertising:** Consistent with expectations in GVR's 2015/2016 Work Plan to develop non-dues revenue streams, Marketing has developed a sales sheet to sell print ads in GVR's catalogs. Half, quarter and business card-sized ads are now available for purchase. The sales sheet has been distributed to 30 Tucson-area advertising agencies, and GVR instructors interested in promoting their products or services. Electronic ads on Center message monitors also have been sold for January and February, 2015. Additional advertising opportunities are being developed.

III. Recreation & Leisure Services

- A. Dues processing started at Santa Rita Springs Center (SRS) on Monday, November 9. To provide better service for our Members and Tenants, more customer service stations will be set up in room #2 at West Center on December 7, 8th and 9th to process Class Registrations, tenant cards and guest cards.

Additional customer service stations will also be set up at West Center, in Room #2 on the following 2016 dates:

- **January** 1st – 6th
- **February** 1st -3rd
- **March** 1st – 3rd

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- B. The Coordinator Office at Santa Rita Springs will open on December 14 to provide service to members. Office hours will be Monday – Friday, 8am-1pm. The office will remain open until April 30, 2016.
- C. **The 2016 Winter Leisure Class Catalog** is currently with the designer who is finalizing the publication. This Catalog is one of our largest offerings to date with 51 new classes, 296 class titles, and 656 individual classes. The catalog is scheduled to be available at GVR Centers on Nov. 30.
- D. GVR's second Fall Tour to Canyon Lake on November 11 filled with 50 registrants.
- E. In cooperation with Pima Council on Aging, GVR sponsored the annual Medicare Update Conference on October 28th at West Center.
- F. In the last month, GVR presented eight free community lectures with topics on gardening, health, literature, and U.S./Mexico border issues.
- G. Senior Recreation Supervisor, Karen Rans, attended the Moab Senior Games as a guest of the Games during the week of November 2nd. The Moab Games is similar to our Southern Arizona Senior Games offers and provides an opportunity to network with other recreation professionals and learn from their organizational practices.

IV. Performing Arts

- A. **The GVR Live!** 2015/2016 Performing Arts Season continues with great performances in November from Mandy Barnett, Mark Nadler and Kenny Endo.
- B. **GVR Live!** Special Event Series **Sunset Serenades**, GVR's new fall outdoor concert series, began on November 1 with a sold out performance by the DeGrazia Band. The demand for these events has been so great that we have added additional seating for the upcoming performances of *Green Valley Stage Band* and *Jazzy Women*.
- C. **GVR at the Movies!** presents The Second Best *Exotic Marigold Hotel* and *Cinderella* in November.
- D. **Performing Arts Program Volunteer Training** continues throughout the 2015-2016 Performing Arts season. These training sessions have been very successful. New and existing volunteers are being trained on new performance procedures and helping us to provide a great atmosphere to our patrons.
- E. **Education and Outreach programs** will be increasing this fall. GVR continues to bring performing artists to Silver Springs to perform for residents. GVR will also present visiting artists in school outreach programs this season – sharing the arts and building a future audience.

V. Finance

A. Reserve Study Provider Recommendation – in compliance with the Board-approved 2015/2016 Work Plan (Item VI. *Financial Planning & Revenue Development*), a recommendation has been made by the Fiscal Affairs Committee (FA) to select a financial investment firm through RFP process to manage GVR restricted reserve funds and unrestricted cash reserves. The FA committee will present its recommendation at the GVR Board meeting on November 18.

B. October financial statements will be presented at the next Fiscal Affairs meeting.

C. As of October 31, 2015 **total combined GVR reserves** (Operating: Capital Replacement; Initiatives & Innovation) are funded at \$6,312,500.