



CEO HIGHLIGHTS

An Overview of Recent Activities, Operations, and Initiatives Conducted For & On Behalf of GVR Members and the Board of Directors (As of February 19, 2016)

I. Community Outreach & Public Relations

- A. **Boundary Expansion Update** – Homes that joined GVR Inc. after the boundary expansion were approved by a majority of GVR members who participated in the election.
- Casa Primavera/Canyon View – 1
 - Colonia Real – 1
 - Madera Reserve I – 2
 - &
 - In 2016 four (4) new homes joined GVR Inc. within voluntary deed restricted HOA's.
 - Madera Reserve II – 3
 - Madera Foothills Estates – 1
 - Valle Verde Townhomes – 1
- B. **GVR's 2016 Election Ballots** for four Board of Directors positions will be mailed no later than February 29th. Deadline for ballot return is 4pm, Wednesday, March 23, 2016.
- C. **GVR-led Electronic Balloting for Nonprofits Advances in AZ State Assembly**
HB 2592 is a bill that would allow Arizona non-profit organizations, including GVR and HOA's, to use electronic balloting. It was approved unanimously by a vote of 8-0 by the House Committee on Banking and Financial Services on Tuesday, Feb. 16. The bill will likely move to the House floor for a vote next week.

Nearly a year ago, GVR's Board of Directors adopted its Work Plan for 2015/2016. The Work Plan includes the goal of pursuing an amendment to the Arizona Nonprofit Corporation Act to permit electronic balloting by nonprofit corporations. Electronic balloting would streamline elections and greatly reduce labor, printing and mailing costs. The language of HB 2592 was crafted by GVR's legal counsel. Our attorney had advised that the Arizona Nonprofit Corporation Act currently prohibits electronic voting for non-profit organizations. On average, GVR spends between \$20,000 to \$25,000 per year in direct costs (excluding labor) to prepare and mail paper ballots to 13,460+ member households for its annual election. The average annual return rate on mailed GVR election ballots is only about 38%.

Kent J. Blumenthal, Ph.D., CAE
CEO, Green Valley Recreation, Inc., Arizona

HB 2592 was introduced in the 52nd Legislature – Second Regular Session of the Arizona House of Representatives by State Rep. Chris Ackerley (R-Sahuarita) at the request of GVR CEO Kent Blumenthal. Arizona’s Community Association Institute’s (CAI) Legislative Action Committee considered HB 2592 at their meeting last week and agree to support the bill.

D. GVR Invited to Join Discussion of Future Operating Model for Pima County-owned Community Performing Arts Center in Green Valley

On January 27, 2016, GVR Inc. received an invitation from Pima County Administrator, Chuck Huckelberry, to contribute to a focused discussion about the future operating model of the Community Performing Arts Center (CPAC). On February 4, GVR President Joe Gunton, CEO Kent J. Blumenthal, and CEO Jim Conroy met with Huckelberry and Deputy County Administrator, Tom Burke and three CPAC representatives at the County office building in Tucson. GVR may be of service in maximizing use of the performing arts center for GVR members and all County residents, subject to GVR Board of Directors review and approval of any future cooperation and collaboration with Pima County. Discussions are expected to continue.

E. GVR Governance Training

The GVR Board of Directors is offering a day of Governance Training on March 1 for GVR Directors, candidates for election to the GVR Board, GVR Foundation Board Directors, GVR Committee and Task Force members, GVR Club Presidents and senior staff. The training can accommodate a maximum of 60 participants. There is an expectation of 40 plus attendees at the training. The goal of the training is to heighten understanding of best practices in nonprofit governance and to encourage development of future GVR leaders. Presentations included in the day-long training are: Four Pillars of Non-Profit Management, Basics of Parliamentary Procedure, Essential Elements of Policy Governance, Legal Issues in Non-Profit Management, and Conflict Resolution. GVR is grateful to the Nonprofit Learning Institute of the Greater Green Valley Community Foundation for their support in providing special presenters at no cost for the GVR Governance Training.

F. Invitation for Volunteers to Serve on GVR Committees Coming Soon!

In March, GVR members will receive an online invitation to volunteer to serve on a GVR committee or task force for the 2016/2017 governance year. Members of GVR committees are selected by the respective committee chairperson.

G. GVR Foundation [GVRF]

1. The GVR Foundation has expanded the Board of Directors to seven (7) positions in accordance with its bylaws. Joining Anne Waisman/President, Brad Stillahn/Vice President, and Kent J. Blumenthal/Secretary & Treasurer on the GVR Foundation Board are:

- **Blaine Nisson** – Nisson is past president of the GVR Board of Directors and brings experience from serving as President of Umpqua Community College (Oregon) and as current President of the Green Valley chapter of the Osher Lifelong Learning Institute (OLLI). Nisson places a high priority on remaining connected to community and building partnerships.
 - **Carl Smith** – for four years Smith has served on the Board of Directors of the Green Valley/Sahuarita Chamber of Commerce (GV/SCC), and is currently its President. He received his undergraduate degree in Accounting from Arizona State University and a Masters of Business Administration from University of LaVerne. Smith is the former owner of Acra Construction and has over 30 years of experience in the construction industry.
 - **Polly Stidham** – Stidham brings to the board experience in communications, business, regional planning and public affairs. Currently she is working as a real estate appraiser.
 - **Karen West** – West is a realtor with Long Realty in Green Valley and has an extensive background in new construction sales. She is an avid golfer and active in the Long Realty Cares Foundation and Habitat for Humanity.
2. The GVR Foundation is preparing for its first-ever **Donor Thank You** event on March 9 and appreciation of donors who have contributed to the Foundation’s first Annual Campaign that included the Members Assistance Program (MAP) and the *Southern Arizona Senior Games*.
 3. The **Southern Arizona Senior Games** has received 855 participant registrations and 155 volunteer registrations as of Friday February 19. It is on track to reach the goal of 1,000+ participants.

H. **GVR Strategic Master Planning Initiative Update**

The firm selected to lead GVR’s Strategic Master Planning Initiative, WSM Architects (WSM), began Phase 1 of its work with GVR by touring all facilities and assessing their condition. Phase 2, currently underway, involves member outreach for input and suggestions for improving GVR’s facilities. WSM scheduled a series of meetings with key user groups, Performing Arts Season Ticket holders, dedicated space clubs (Lapidary, Clay Studio, Ceramics, Camera Computer, Woodworking and the Santa Rita Art League), social clubs and sports clubs – to get a better understanding of their space/programming needs. WSM also hosted seven formal Member Forums at all major GVR centers during December and January to gather input about facility needs and suggestions for improvement. They have also met with GVR’s senior management team to review timelines and progress on the study and to finalize upcoming member outreach meetings. Ideas have also been gathered via emails to GVR’s Hotline. These opportunities have offered meaningful opportunities for stakeholders to share their vision for GVR’s facilities. An extensive “wish list” has been compiled that includes some items which can be addressed immediately and with little or no cost.

Next steps of the project involve analysis of demographic data and benchmarking. The benchmarking analysis will compare GVR's facilities and offerings with competing retirement communities throughout the United States to better understand our strengths and weaknesses.

I. Abrego North Pool/Spa

On Tuesday Feb. 9, WSM Architects briefed GVR staff and about 60 members at a Member Forum at Las Campanas Center on its reconstruction plans and timeline for the failed Abrego North Center pool/spa. WSM Architects presented its final design documents and members of the audience were very pleased with the final design. Paul Mickelberg, WSM Principle Architect, reports that the project is on schedule and expects completion by late summer. WSM's work to assess and restore the distressed Abrego North Pool has been conducted in conjunction with the facility assessment study and was set as a top priority in their work plan.

J. Engage!

The collaboration of GVR, the GVR Foundation and Casa Community Services is experiencing success. Interest in the class "Engage for Your Well-being" is strong. Benefits for GVR members include discounted adult day services and free classes designed to help members live a longer, healthier life. The next class is scheduled for Tuesday, February 23 at 9am at the Desert Hills Center.

As a result of this collaboration GVR is forming "Food Groups". Food Group members will support each other in making healthy food choices. They also will participate in the Casa Senior Lunch Program by dining together as a group instead of dining alone. The first "Food Group" outing is scheduled for Wednesday, February 24 at Casa Community Services.

K. AED/CPR

On February 8, 23 people were trained on how to provide CPR and use an Automated External Defibrillator (AED) machine. Twenty of the attendees communicated that they registered for the class because they had visited the GVR CPR/AED table at *Fit&Fun Day* held at Las Campanas Center on January 31.

L. Lectures

GVR provided 15 free and open-to-the-public lectures during the month of February. Lecture programming continues with a wonderful tradition of offering a diverse menu of topics including orthopedics, gardening, and astronomy.

II. Marketing & Communications

- A. **GVR NOW!:** Production of the March issue of GVR Now! is underway. Available February 24, the March issue features a joint column by CEO Kent Blumenthal and GVR President Joe Gunton on the State of the Corporation – Part Two discussing GVR’s 10-Year Strategic Facility Master Plan.
- B. **Publications:** Production has begun on the both the **2016 Spring/Summer Course Catalog** and the **2016 Summer Performing Arts brochure**. Both publications will be available in April. The successful “You belong here” GVR marketing brochure will be re-designed as either a self-mailer or reformatted to fit within a #10 envelope.
- C. **Ad Production:** Print ads were developed to promote Fit&Fun Day, the Write-A-Will Workshop to be presented by the GVR Foundation and the Greater Green Valley Community Foundation on March 2, and GVR’s sponsorship of the 2016 Health Fair.
- D. **Advertising/Sponsorships:** Sales sheets have been developed for print advertising in GVR course catalogs and A&E **brochures**, and for a sponsorship program for the 2016/2017 Performing Arts Season. A center coordinator with previous sales experience is assisting with in-house sales, and GVR is in discussion with outside sales contractors to assist GVR with raising non-dues revenue through advertising.
- E. **Branding Workshop for Clubs:** A one-hour branding workshop was held for GVR clubs on Jan. 28 and was well received. Instruction was given on how to incorporate GVR Club Logos into club marketing and promotional items. Approximately 30 clubs were represented at the workshop.
- F. **e-Blasts:** The weekly eBlast, which has grown to an average size of 13 pages. Many of the clubs are regularly submitting items for inclusion in the eBlast. The “open rate” (the % of recipients who actually open an eBlast) has averaged 44% over the past two months during peak season.
- G. **Videotaping of Annual Meeting:** A video production firm will videotape the Annual Meeting on March 29 and offer open captioning for the hearing impaired.

III. Recreation & Leisure Services

- A. **GVR Tours**
This season we have seen two sold out tours – The ever popular *Canyon Lake Boat Tour on the Apache Trail* and the *Tucson Rodeo and Parade*. Other tours with tickets still available are: *Barleen’s Arizona Opry Show* and *Ramsey Canyon and Wine Tasting Tour*. It is expected that the *Desert Botanical Gardens & Bruce Monro: Sonoran Light* tour will sell out.

B. Technology

GVR now subscribes to “Survey Monkey”, which will allow our class participants to complete class evaluations online.

C. Leisure Classes

1. Leisure Class Supervisor Kris Zubicki is scheduling classes for our 2016 summer catalog – proposals were due Feb 1. A handful of new classes will be offered for our full-time residents!
2. For 2016 Winter Leisure Classes we have enrolled 3,831 participants.

D. Customer Service

1. Tenant card and class registration processing was directed to the West Center on February 1 through 3, providing a more spacious and comfortable atmosphere. The additional customer service stations helped expedite the registration process, allowing for a more positive experience for GVR members and tenants. There were 181 Tenant Cards processed from February 1-3.
2. From January 7-February 5 the Santa Rita Springs Center office serviced 177 members/tenants.

IV. Performing Arts

- A. GVR Live! Sunset Serenades Series is a Success!** Our new outdoor concert series kicked off on November 1 with the Tucson-based DeGrazia Band; followed by the Green Valley Stage Band on November 15 and Jazzy Women on December 6. Attendance at these outdoor concerts clearly demonstrates interest in enjoying local and live outdoor entertainment framed by a southwestern sunset and emerging stars. Look for more outdoor concert programming in the future!
- B. GVR Live! 2015/2016 Performing Arts Season is full of great entertainment.** In January and February, GVR Live! presented five sold out performances. The GVR Live! year-to-date Performing Arts Season has served 2,384 patrons. Planning for the 2016/2017 season and 2017 summer season is ongoing and will be complete by May 2016. Scheduling has also begun for additional special events and classes.

GVR Live! Has also served the Green Valley community with a variety of special events. The Wellington International Ukulele Orchestra performance offered a unique entertainment experience all the way from New Zealand. Dances have been a success this year as well. Dances scheduled in January and February were both sold out and there are only a few tickets left for the March dance.

- C. Green Valley Recreation, Inc. is proud to collaborate with the **University Of Arizona School Of Music** to present a new music series, **UA Musicians on Tour**. UA Musicians on Tour gives both graduate and undergraduate students the opportunity to perform in a professional venue and increase their performance experience. It is a great program to help music students prepare for a career in the arts. Performances in both January and February were well received and there are more performances to come in March and April.
- D. **GVR at the Movies!** Continues to show new movie releases this winter and spring with upcoming movies to include The Man from U.N.C.L.E., The Intern, The Martian and Bridge of Spies.
- E. **Performing Arts Program Volunteer Training** continues throughout the season and are scheduled through April 2016. These training sessions have been very successful and brought in a large number of new volunteers to support the GVR Live! Performing arts season.
- F. **Education and Outreach** programs continue with performances at Silver Springs and an outreach program at Wade Carpenter Middle School in Nogales, AZ scheduled in March.

V. Finance

- A. The January 2016 Financial statements show revenues of \$930,663 and expenses of \$791,801. Excess revenue over expenses is \$138,862.
- B. GVR expects to receive the Audit Draft Report on FY 2015 by the end of February.

VI. Facilities

- A. **Staff**
GVR welcomes Aaron Young to the position of Facilities Supervisor for the Maintenance Department. Mr. Young brings over 15 years of facilities maintenance supervisory experience to his new role at GVR.
- B. **Tennis**
GVR has installed new fence protectors on all 4' high chain link fencing throughout the GVR Tennis courts.
- C. **South Abrego**
 - GVR has completed the new grass volleyball court at South Abrego Center. GVR has also installed new nets and pole pads on both the sand and grass volleyball courts.
 - New perimeter fencing, water cooler, picnic table and charcoal grill have been added to the amenities at South Abrego Center.

D. Abrego North

On Tuesday Feb. 9, WSM Architects briefed GVR staff and about 60 members at a Member Forum at Las Campanas Center on its reconstruction plans and timeline for the failed Abrego North Center pool/spa. WSM Architects presented its final design documents and members of the audience were very pleased with the final design. Paul Mickelberg, WSM Principle Architect, reports that the project is on schedule and expects completion by late summer.

E. Canoa Hills

GVR has installed a new Paramount Chest Press to replace the older Paramount incline chest press at Canoa Hills.

F. Canoa Ranch

GVR has upgraded The Technogym Easy Chin Dip machine to ensure safer usage by our members.

G. East Center

- Bleacher riser stands were fabricated in GVR's workshop and installed at the East Center's Pickleball courts
- GVR has replaced the older SciFit UBE bike at East Center with a new SciFit Upper Body Ergometer Bike.

H. Las Campanas

GVR has upgraded the Technogym Easy Chin Dip machine to ensure safer usage by our members.