



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 19, 2016)

I. Community Outreach & Public Relations

- A.** GVR has its own named street!!! After several months of application, negotiation, sometimes pleading and GVR staff badgering of Pima County Addressing Department, the street formerly named *Via Arco Iris* has been renamed to **GVR Drive**. GVR Drive is a private road of the Green Valley Community Complex Association, whose Board of Directors approved the name change. The name change became official June 1, 2016; GVR Drive street signs were installed in late July.
- B. Online Member Communications Survey:** Marketing completed its analysis of findings from 405 respondents from a recent online Member Communications survey, which indicates the **GVR Update! eBlast** is the preferred communication vehicle when compared with the monthly **GVR Now!** newspaper. However, about one-half of respondents said both communication tools complement each other and they preferred to continue receiving both. The eBlast also received high marks for its frequency, amount of information and readability/layout and design with 87.2% of respondents said they read the eBlast every single week.
- C. Ideal-Living Advertising:** GVR's online listing with ideal-Living magazine (www.ideal-living.com) continues to generate leads. All new inquiries receive a phone call and are mailed a packet of information about GVR and Green Valley. To date, GVR has received 25 leads since May 1, 2016.
- D. Upcoming Events:**
- August 26, 10am: Pickleball Face-Off between GVR News Editor Dan Shearer and Radio Talk Show Host Chris DeSimone – East Center
 - September 2: SRS Pool Grand Reopening
 - September 14: MV Pool/Spa Grand Reopening
 - TBD September: ABN Pool/Spa Ribbon-Cutting Reopening
 - October 20: Pima County Small Business Commission SBC Meeting & Public Forum – Desert Hills

- E. Media Workshop** - GVR and the Green Valley Council held a half-day Media workshop on July 7, which focused on how community organizations can improve cooperation and relationships with local media and the public. The Media Workshop was the brainchild of GVR Marketing & Communications Specialist, Sherri Cadeaux. Organizations represented at this training included GVR Directors Tony Zabicki and Bob Allen, GVR Foundation Directors Brad Stillahn and Polly Stidham, and GVR staff. Other organizations in attendance were GVC, GVC Foundation, Greater Green Valley Community Foundation, Town of Sahuarita, and the Green Valley/Sahuarita Chamber of Commerce.
- F. GVR NOW!:** Production of the September 2016 issue is underway, with a publish date of Aug. 24.
- G. Advertising:** GVR secured two new advertisers for the GVR Update! eBlast: Acra Construction and iCanConnect. Acra has a six-month contract while iCanConnect has a one-month program. Advertisers see the value of reaching over 12,200+ Green Valley residents with the eBlast and the sale of ads generates additional non-dues revenue to GVR. We have added eight new Print Advertisers.

Our Marketing/Communications Specialist and Event & Marketing Assistant are working closely to develop advertising and sponsorship materials for GVR's ad program as well as for securing sponsors for the 2017 Southern Arizona Senior Games. This includes creating mailing/contact list from current GVR vendors for advertising and sponsorships. A proposal letter for the 2017 Senior Games was drafted and mailed out to last year's sponsors and advertisers. This includes one new sponsor \$300.00 level.

- H. Paws in the Pool Media Coverage:** Marketing was able to secure good media coverage of the Aug. 6 "Paws in the Pool" fundraising event. Tucson TV station KOLD promoted the event on its Aug. 5 afternoon and evening newscasts and the Green Valley News ran a nice photo collage of the event in its Sunday, Aug. 7 newspaper as well as posted video of the event online.
- I. Social Media:** Metrics for GVR's Facebook page continue a positive trend.

Posts generating the greatest reach and engagement included the Aug. 9 post-Paws in the Pool wrap-up with photos and details with a reach of 1,751, and the Aug. 1 post regarding the Grand Re-opening event at Desert Hills with a reach of 568.

- J. Greater Green Valley Community Foundation Grant to GVR Foundation** - In partnership with the Green Valley Council (GVC) the GVR Foundation received a grant from Greater Green Valley Community Foundation to create an Adult Health Brochure to be widely distributed throughout the community. The brochure is in planning stages.

- K. GVR part of Green Valley Economic Development Management Group** - After applying for a grant from Freeport MacMoRan, the GVC Foundation formed Green Valley Economic Development Management Group and Advisory Board. GVR Pres. Joe Gunton and CEO Kent Blumenthal serve on the Advisory Board. President Gunton appointed GVR Foundation Director Polly Stidham and GVR Member Jim Pinkerton as GVR's representatives to the Management Group.

- L. GVR Members Selected to Freeport-McMoRan Leadership Cohort for Green Valley/Sahuarita** -Applications submitted by GVR on behalf of Pres. Joe Gunton for Polly Stidham and Jim Pinkerton were approved by Freeport-McMoRan to represent GVR in a new Leadership Cohort for Green Valley/Sahuarita. The Green Valley/Sahuarita community was one of only 10 communities throughout the Southwestern U.S. that was selected for this unique program designed to promote livable, sustainable communities through a program model that has proven to work well in other communities. The Green Valley/Sahuarita Community Partnership Panel has selected economic development as its top priority, and the cohort will focus its work on "increasing the number of businesses developed, attracted and/or retained" in the Green Valley area. The effort is being facilitated by Arizona State University's Lodestar Center.

- M. GVFD & GVR Meeting Results in Enhanced Artery go Shaded Deck Area at Abrego North Pool/Spa** - Chief Operating Officer Jim Conroy and CEO Kent Blumenthal recently met with Green Valley Fire Department officials to iron out safety issues regarding access to the Abrego North building and pool/spa currently being reconstructed. The GVFD/GVR discussion and resulting decisions led to creation of an enhanced shaded deck area. The Grand Reopening of the reconstructed Abrego North pool/spa should occur around mid-September, provided weather cooperates.

II. Finance

- A.** July 2016 financial statements show Revenue of \$6,046,115 and expenditures of \$5,048,627 for a positive bottom line of \$997,448.
[See 8/19/16 Governance e-blast for a link to GVR Board meeting 'Consent Calendar' exhibits that includes June and July 2016 financial documents].

- B.** GVR renegotiated our commercial insurance business and will be represented by Lovitt & Touché going forward. The change of brokers resulted in premium savings for GVR.

III. Recreation & Leisure Services

A. Clubs and Reservations

1. Staff met with Valley Assistance Services to arrange to take over the free blood pressure clinic that CareMore has provided for a number of years at Canoa Hills. They will also add a balance aspect check and blood pressure checks.
2. Recently, an online survey was sent to over 400 general public participants from the 2016 Southern Arizona Senior Games. Survey responses will help the GVR Foundation pursue local businesses as well as plan for 2017 Senior Games events.
3. Staff reviewed and updated the current GVR club listings per IRS requirements. Staff also notifying clubs to review and update their bylaws to add GVR to their club name before December 31, 2016.

B. 2016 Paws in the Pool Big Success!

GVR's 2016 Paws in the Pool fundraising event on August 6 was a huge success! If you missed it, you missed out on a very fun and enjoyable morning full of activities. For those who did attend, thanks for making this an amazing first year event.

Held at the Madera Vista Center from 7-11 am, the event had about 40 dogs registered to swim, 100+ attendees, 12 vendor exhibitors and 10 non-profit organizations represented. The event was open to the community with freewill donations accepted for entrance. Activities included appearances by "Sparky" the Rincon Fire Department mascot and another popular cartoon dog, dog contests, and presentations and demonstrations by Central Pet, Arizona Animal Experts, the Animal Care Center of Green Valley and the Green Valley Fire Department.

The GVR Foundation received approximately \$1000 that will help fund the Member Assistance Program (MAP) and other programs that benefit members and residents of the Green Valley community.

A heartfelt thank you to all of our Paws in the Pool exhibitors and Contributors:

Acra Construction, Animal Care Center, Animal League of Green Valley, Arivaca Helping Hearts, Green Valley Fire District, Rincon Valley Fire District, Arizona Animal Experts, Bark, Bath & Beyond, Beadfantastica, Cerberus Canine Behavior Specialists, Central Pet, Community Food Bank of Green Valley, Glass Happens, Green Valley Community Chorus, Green Valley Fire Department, Green Valley/Sahuarita Clearinghouse, Lutheran Social Services of the Southwest, Pattie's Portraits, Paws Patrol, Truly Nolan (special thanks for providing bottled water for attendees!), Tubac Center for the Arts, Wagsmore Photography, and Wild Gourds.

C. Leisure Classes & Tours

1. We have processed a total of **1,097** registrations with 95.9% processed via Customer Service Representatives (Center walk-in/phone/mail) vs. 4.1% Internet registrations. In 2015, there were **966** registrations with 97.8% walk-in/phone/mail & 2.2% Internet).
2. The 2016 fall class catalog is completed and is being printed this week. The catalog presents 188 class titles with 322 individual sessions and 26 new class offerings. Registration begins September 6.
3. GVR has added a second travel partner this fall – Southern Arizona Guide Tours – in addition to our longtime partner Pleasurebent Tours – to offer our members even more choices for exciting trip destinations. This fall we will be offering 10 different trips and tours, including our first ever three-day, two-night trip.

D. Customer Service

1. Effective immediately, “Member Services Coordinators” stationed at GVR Center offices are retitled, “**Customer Service Representatives.**” This new job title more accurately reflects their respective job responsibilities and avoids confusion with job titles of staff who serve in the Accounting/Membership Department.
2. Preparation and training for the new PerfectMind™ database system is underway! PerfectMind™ will replace the Class™ database system that will soon be discontinued by Active Network. GVR staff is looking forward to the opportunity to provide our membership with more efficient, streamlined and nimble facility reservations and class, trip, tour and performance registrations. Full implementation of PerfectMind™ will be completed by December 31, 2016.
3. Although its summertime, there is still have a healthy rental market in Green Valley! GVR Tenant card registration figures for the months of June and July have reached a high of 78. Rental length varies from one week to 12 months. 50% of the tenant card registrations for this period are for 12-month rentals.

E. COA's, Volunteers, Engage Program

1. July 1st - GVR conducted a Grand Re-opening celebration at Canoa Ranch Pool.
2. July 1st - GVR conducted a Grand Re-opening event at CP1 and CP2 Pools
3. August 1st - GVR held a Grand-Reopening event at the Desert Hills pool.
4. August 24th - GVR Volunteer Movie and lunch, “The Court Jester.”

F. Performing Arts

1. **GVR Live! 2016 Summer Performing Arts Season** is coming to a close and it has been a very successful summer. Missouri Opry performed *Back to the Fifties* in June. In August, Louis Landon performed great American standards while Pick & Holler performed their unique blend of Americana and bluegrass music.
2. **Performing Arts Program Volunteer Training** continues through the end of the year. These training sessions have been very successful and brought in a large number of new volunteers to support the GVR Live! performing arts season. There are now approximately 250 program volunteers to support GVR arts & entertainment. The August session brought in 15 volunteers. The next session is scheduled for Saturday, October 15, 2016. Program volunteer scheduling for the 2016/2017 season has also begun.
3. **GVR Live! 2016/2017 Performing Arts Season** brochures were available on July 1st and season ticket sales are currently underway. Season ticket sales are going well and continue through Friday, August 26, 2016. Individual tickets sales begin September 1, 2016. This is the biggest and most exciting GVR Live! season. The schedule includes great theatre performances, a variety of exhilarating concerts and a few surprise performances added to the mix. It is going to be a wonderful season!

GVR Live! brings back two great music series for the 2016/2017 season. UA Musicians on Tour has expanded to include a total of six performances beginning in October. GVR Live! Outdoor Stages (formerly known as Sunset Serenades) has also expanded to include five outdoor performances. The first performance of this series is partnership with OLLI/UA-Green Valley. This performance will be held at the Pima Community College Learning Center in Green Valley. Tickets for these events on sale September 1, 2016.

Now that the GVR Live! 2016/2017 season has been determined and the brochure is available, planning begins to make all of these great events happen. For the GVR Live! 2016/2017 season there are 54 total events scheduled. This includes 21 concerts, 3 special events, 4 dances, 5 outdoor concerts and 6 UA Musicians on Tour concerts and 15 movies. In addition to these events, staff will also be adding outreach programs at Silver Springs and Southern Arizona schools. Overall, staff has a busy season ahead and will put a great deal of time and energy into making sure all the events are facilitated with ease and patrons are pleased with their experience at GVR. In addition, scheduling for the GVR Live! 2017/2018 season will begin in September.

IV. Facilities Update

A. Fitness

Las Campanas

- a) Seat backs on Bikes #32 & #48 were replaced.
- b) The Woodway treadmill #45 at Las Campanas was repaired.

B. Landscaping

Canoa Hills Bocce Ball Court #4 Project

Demolition work on court #4 is underway. This project is being conducted to correct severe deficiencies in the playing surface of the court. Soils of the court are being cored and excavated in preparation for a buildup of new soils/clay base and clay playing base. The court will be resurfaced with artificial turf as courts 1 – 3, re-stripped and new pressure-treated wood borders will be installed as well.

C. Maintenance

1. Canoa Hills pool boiler replacement update

An architect is working with Aqua Design International for design of viable replacement(s) for the failed pool boiler at Canoa Hills. Aqua Design is in the process of spec'ing out products and design of the equipment room. Their design will be combined with the architect's mechanical, electrical, plumbing and site designs and then submitted to the county for permitting. Once a permit is issued, specified equipment will be acquired and the replacement process will begin. Staff continues to cover the pool at night to capture whatever heat builds up in the water throughout the daytime.

2. Desert Hills

- c) Ceramics kiln exhaust - New downdraft exhaust fans and ducting have been installed on all of the kilns. This new exhaust system will not only create a better firing for the ceramic pieces but will help reduce the room temperature and in-turn reduce the strain on the HVAC equipment.
- d) A new thermostat was installed in the sauna.

3. Las Campanas

- Fitness Room, new lay-in ceiling fans were installed near the windows.
- A large replacement mirror was installed.
- New vanity lights have been installed in the women's restroom.

D. Aquatics

- 1. Casa Paloma 2** pool re-plastering and deck repair project concluded and re-opened on 7/1. The pool will reopen with new exercise bars installed. In addition, all of the pool loungers were re-strapped. Staff installed four 6' exercise bars in the pool.
- 2. Madera Vista** pool deck is closed for re-plastering of the pool and spa. Prior to closing, a new 12' X 24" shade cover on the pool deck was be installed. The deck will be repaired and painted, new non-slip racing lane tiles will also be installed on the bottom of the pool. The pool and spa are scheduled to reopen on 9/14.
- 4. Santa Rita Springs** Pool, Spa, Locker Rooms and the Santa Cruz room at are closed for deck repairs, painting and installation of additional swim lane dividers and exercise bars. Reopening of all areas is scheduled for September 2.
- 5. West Center** pool & spa deck is closed from 8/22 - 8/29 for concrete deck repairs, reopening scheduled for 8/29.