



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 22, 2016)

1. Public Outreach, Public Relations and Marketing & Communications

- Town Hall's and Member Forums are being held as a means for staff to gather member input on a variety of challenging issues to reach consensus opinion:
 - On November 10, approximately 120 members participated in a Town Hall to discuss scheduling for the Abrego South (ABS) pool. After the Forum, representatives from four different ABS stakeholder groups (GVR Volleyball Club; water aerobics class; member drop-in recreational use; children's hours) met with GVR staff to successfully reach consensus on a schedule that is acceptable to all. In less than a week a 'win-win-win-win' consensus was reached on a new pool schedule acceptable to all parties. The new schedule was posted at ABS on Friday Nov.18th, and went into effect on Mon., Nov. 21. Expect to see more of this: GVR staff working together with Members with a solution-orientated approach to resolve issues among stakeholders.
 - On November 16, approximately 60 members participated in a Member Forum at Santa Rita Springs Center to discuss GVR pool rules. Additional member Forums on pool rules will be held on **December 1st at 10 a.m. – 12 noon** at Las Campanas Center, Ocotillo Room and on **December 6th - 10 am-12 pm** at Canoa Hills Center, Saguaro Room. The objective of these Member Forums is to develop pool rules to best serve the varied interests of all GVR Members and maximize pool use. GVR staff were very encouraged by the positive participation of members at the Nov. 16th pool rules forum and are optimistic that this very inclusive "member process" will result in the best outcome for all our GVR Members.
- GVR participated in the community-based Mitzvah Day ("Good Deeds Day") on November 4. The GVR Foundation has agreed to assume the lead administrative role for Mitzvah Day in 2017.

- CEO Blumenthal and COO Conroy met Dr. Marvin J. Slepian, University of Arizona Banner University Medical Center and other with Tucson-based cardiologists to explore a partnership with GVR to aid first responders in cardiac emergencies. The program is called Cardio Spark™, and involves placing portable Automatic External Defibrillators (AED Machines) in neighborhoods, with volunteers at the ready to take the AED to a neighbor's home for use in an emergency. A program of this nature is described in the 2016/2017 GVR Work Plan, listed under 'Recreation', Item #6. More info to come as the potential program is developed.
- GVR Now! -- The GVR Now! December issue features a 2016 Year in Review of GVR' milestones and accomplishments for the year. GVR Now! will be published and in centers on Nov. 23.
- RetireArizona.org – A Request for Proposal (RFP) has been sent to 22 regional website firms, inviting them to submit competitive proposals to build the new community-based website. The deadline for proposals is Nov. 23. Website development was funded by a generous grant to the GVR Foundation by the Freeport-McMoRan Foundation. The four to five month project and development of the new GVR Foundation website will promote local home sales, economic development and tourism.
- 1st Annual SoAz CultureFest to benefit the GVR Foundation & Community Foundation Plans are taking shape for the 1st Annual SoAz CultureFest to be held on Saturday, March 12 at West Center. Several dance performances will be held between 11 AM-5 PM. Admission is \$10. Food and drink will be served. A separate \$15 admission fee will be charged to attend a country-western dance band performance from 5-8pm. Interim event flyers, seeking vendors and sponsors, were designed and distributed at the November 4 Tubac Arts Festival by Regina Ford, Michelle Phillips and Lynda Campbell. The Flyers were also distributed at the Celebrity Waiter event November 12.
- Publications – Marketing is currently close to production of two publications, the 2017 Southern Arizona Senior Games Registration Book and the 2017 Winter Class Catalog.
- Media Relations – Andrea Kelly, a reporter for “Metro Week,” a news program produced by the local PBS station in Tucson, visited GVR's class, Civil Discourse, taught by Paul McCreary and interviewed him for a story that aired on Nov. 18.
- Community Event/Trade Show Banner – A new graphic panel for a GVR community event/trade show banner is being designed and produced to replace the banner that sports the old logo and dated images. This will be used at GVR's display and informational booths at community events trade shows.

- GVR Advertising –A half-page color GVR ad was designed for Discover Southern Arizona, an annual publication intended for visitors, residents and tourists. To date, GVR has received 52 sales leads from its online advertisement page in ideal-Living magazine.
- Advertising/Sponsorships: We have one new eBlast advertiser and three new print advertisers for the GVR Class Catalog this month. Many more are in various stages of the sales process.
- For the 2017 GVR dues statement mailing we have one company who will be taking advantage of the “insert mailing program”.
- GVR Website & Google AdSense advertising is beginning to generate modest income. As we move forward with more ad space on our websites, we hope to see revenue increase by attracting larger companies.
- GVR logo gear & apparel for members! The retail website, set up and monitored by our uniform supplier Arizona Uniform & Apparel Company is ready to go live. This website is being built for GVR at no charge. GVR receives a 10% commission on sales, paid quarterly. The GVR retail apparel outlet is expected to open on December 1.
- Staff met with GVR Pickleball Club President Jeff Harrell & one club member to walk courts at East Center on Nov 18 to finalize advertising banner placement on the pickleball courts. Staff will meet with GVR Tennis Club Pres., Mary Finney soon to define banner placement on GVR tennis courts.
- Social Media (Facebook) outreach: 726 “likes”; highest page visits: Thursdays & Fridays, 6-7 a.m. and 5-7 p.m.
- CEO Blumenthal repeated as the ‘Celebrity Waiter of the Year’ by raising the largest amount of “tips” at the eighth annual Celebrity Waiter Dinner hosted by the Greater Green Valley Community Foundation on November 12. This fun event helps the Community Foundation fund 70+ charitable organizations that enrich our local community.

2. Finance

- As of 10/31/2016, revenues are \$8,381,123 and expenses are \$7,052,709, with a positive bottom line of \$1,328,414.
- 2017 Member Fees have been set and the Operating & Capital Budgets Approved.

- There were four (4) new home sales within GVR boundaries in October and one (1) thus far in November, bringing the total number of GVR member homes to 13,492.
- Recently, GVR held a garage sale of unusable and obsolete items and raised \$1,156 for the GVR Foundation. Thanks to all members and staff that donated items, purchased items and gave their time to the sale! A special thanks to Facilities Department Senior Supervisor, Dan Freeman who organized event together. GVR items would have been disposed of at the county landfill had they not been purchased at the garage sale.

3. Recreation & Leisure Services

Clubs and Reservations

- Staff is working with the GVR Foundation to confirm Sponsorships and schedule social activities for the upcoming 2017 Southern Arizona Senior Games. Volunteer event coordinators and location sponsors are confirmed.
- Invitations to GVR artists were sent out in early November for the 2017 GVR Art Displays at the various centers.
- GVR hosted nine (9) free lectures covering a variety of topics and co-hosted the PCOA Medicare Update Conference.

Customer Service

- Preparation and training for the new PerfectMind™ database system continues! Our Recreation, Membership and Finance Staff have met with PerfectMind™ staff and are defining the organization, procedures and processes needed to nimbly serve our membership.
- Fall is here, winter residents are returning and the sports courts are seeing more activity. We are seeing an increase in Tenant Card registration and enjoying seeing returning visitors to our centers. The rental market is strong in Green Valley and houses are selling! GVR Tenant card registration figures for the months of October have reached a total of 108. Rental length varies from 1-week to 12 months. 30% of the tenant card registrations for this period are for 12-month rentals, 15% for two months, 24% for one month, with the balance distributed over other tenancy lengths.

- Registration for classes, tours, guest cards and tenant cards is available at Las Campanas, West Center, Canoa Hills, East Center and the office at Santa Rita Springs (which is scheduled to open on December 1). The Member Services Center, home to GVR's Administrative and Executive Office, Finance, Human Resources, Facilities, and Recreation staff offers start-up services for New GVR Members only.

Volunteers/COA's/Engage

- 60 people registered for the November GVR (New Member) Orientation.
- Eight GVR members attended CPR AED training taught by AHA certified instructor Erica Whitchurch, October GVR Employee of the Month.
- Six new pool and fitness center volunteers were trained in the month of November.
- The "Membership Matters" ID checking program continued in the month of November. Over 800 individuals have been randomly checked for valid GVR ID cards. The program has been positively received by members who appreciate GVR's attempts to protect their membership value.
- 75 GVR members who attended the Casa Community Services Senior Lunch Program during the Engage! collaboration received an invitation in November to participate in a FREE tour and lunch on December 1 as a part of Casa's "day trip" program. They will be going to Tucson's *Mini Time Machine of Miniatures* and see the *Wee Winter Wonderland* exhibits and then will be treated to lunch at Vero Amore, the first certified Neapolitan pizzeria in Arizona. This is all a part of the program made possible by a community grant from Freeport MacMoRan financial support of the GVR Foundation. The GVR Foundation saved GVR members nearly \$900 by participating in the *Engage!* collaboration with Casa Community Services. The *Engage!* program offers Adult Day Services (Day Care) and provides participants an opportunity for socializing and recreating in a supportive comfortable environment, while offering respite and support to caregivers.

Leisure Classes & Tours

- To date for the Fall Session we have processed a total of **2286** class registrations and **219** tours. 91.6% of those were processed via coordinator (walk-in/phone/mail) vs. 8.4% Internet registrations.
- In 2015, we were at **2297** class registrations and **208** tours (94% walk-in/phone/mail & 6% internet)

- We are planning an upcoming Rocky Point, Mexico tour with Gray Line Tours. This will be GVR's second multi-day trip offering for members and guests. Based upon the success of this multi-day trip, GVR will explore additional travel opportunities with Gray Line.
- The 2017 Winter class catalog should be available December 12 and registration will begin December 19. There will be several stations set up at the West Center to assist members with class registrations.

Performing Arts

- The GVR Live! Performing Arts Season is going well and there were plenty of great shows in November. GVR Live! offered great music and great theatre with performances from Hotel California, L.A. Theatre Works, Griffin Theatre Company and Bria Skonberg. The season continues to be a great success with a sold-out show from Hotel California on November 8. GVR at the Movies! has also been a great success this fall. To date in November, GVR Live! served over 1400 patrons with great arts & entertainment.
- Planning has begun for the GVR Live! 2017/2018 performing arts season. There are several contracts in the works and many great artists being considered for the season. This planning will continue throughout the year as the current performing arts season is in progress. The planning takes a great deal of time and dedication with the goal of providing GVR patrons with exciting entertainment options each and every season.
- Performing Arts Program Volunteer Training continues through the end of the year and through 2017. These training sessions have been very successful and brought in a large number of new volunteers to support the GVR Live! performing arts season. The November training session brought in another great group of volunteers. The training has been enhanced with an updated Program Volunteer Handbook. With each season, the handbook is updated as GVR continues to improve procedures and raise customer service standards. The most recent handbook update included new information regarding accessibility and service animals.
- The new security personnel have been a wonderful addition to the night of show procedures. Security has fit in well with current procedures and patrons seem to appreciate the proactive approach to safety by GVR. Security personnel have already proven themselves effective and resolved a few issues that have occurred at the performance venue.

4. Facilities

Maintenance

- Traction Treatment on Locker Room Floors at Santa Rita Springs -
The locker room floors were treated with a traction treatment on Oct. 28. This process micro-etched the floor surface, thus creating a more aggressive anti-slip surface.
- Pathway lighting has been repaired at Desert Hills.
- New handrails to better guide foot traffic at Madera Vista were fabricated, sanded, painted and installed by staff.
- Roof repairs are being performed throughout the facilities.
- The control switch for the exhaust in Desert Hills Lapidary was relocated to a safer location.
- The downed parking lot light at Canoa Hills has been replaced.
- All West Center loading dock lighting fixtures were repaired.
- New ceiling fans and light fixtures are being installed in the East Center Pickleball court patio.
- The commercial dishwasher at Desert Hills has been repaired.
- A torn windscreen was replaced at Canoa Ranch Pickleball.
- Replacement benches have been ordered for the women's locker room at West Center and will be installed as soon as they arrive.
- The installation of ceiling fans and LED lighting for the pickleball patio at East Center is underway.

Aquatics

- The North Abrego pool was closed on Nov. 9 to fit new custom-made pool covers.
- Continental Vista pool heater #2 has been replaced.

- New retrofit drain covers were installed in the Madera Vista spa on Nov. 3. The new covers are colored black to provide better visibility and increase awareness of sure footing underwater. These covers also have a 1-3/4" domed profile, lower than the 2-7/16" domed profile of the previous covers.

Fitness Equipment

- Desert Hills TechnoGym recumbent bike seat was replaced.
- East Center SciFit bike with upper body ergometer has been adjusted and fixed.
- Canoa Ranch Woodway treadmill had a slat replaced on the walking deck.
- The Woodway treadmill at Las Campanas was repaired.
- One of the Woodway treadmills at Las Campanas had a broken slat replaced and is now in good working condition.

Groundskeeping

- In preparation for fall/winter play, the Abrego South volleyball grass court was re-seeded with rye seed. The new grass has been mowed and striped for this season's play.
- An independent court construction consultant will be repairing Bocce Court #4 at Canoa Hills.