



## **Board of Directors Meeting May 24, 2017**

### **EXHIBIT**

#### **Assessment of Member Needs, Interests, Values Establishment of Blue Ribbon Committee**

##### **Overview**

The Blue Ribbon Committee (BRC) for assessment of member needs, interests, and values is a Special Committee established by the President as authorized by GVR Bylaws, ARTICLE VIII – COMMITTEES OF THE BOARD OF DIRECTORS, Section 2: Special Committees.

##### **Duties and Responsibilities**

Facilitate implementation of a comprehensive, impartial, statistically sound, assessment of member needs, interests and values. Specific BRC responsibilities include:

- 1) Identify assessment content areas including marketing trends, attitudes, values, etc.
- 2) Prepare and distribute 'Request for Information' (RFI) from independent survey research firms to recommend preferred research methodology and to solicit interest and pricing to execute comprehensive member assessment
- 3) Prepare and distribute 'Request for Proposal (RFP) to independent survey research firms who responded to RFI
- 4) Conduct interviews of independent survey research firms
- 5) Recommend the most qualified and cost-effective independent survey research firm that includes a request for funding to the Board of Directors  
(Note: Board may defer funding request to Fiscal Affairs Committee for funding source recommendation)
- 6) Negotiate contract with independent survey research firm, subject to Board approval
- 7) Oversee implementation of contract and execution of member assessment by independent survey research firms

## Blue Ribbon Committee Structure: 11-members

- Chair: President Jim Nelson
- Director: Denise Nichols
- CEO Kent J. Blumenthal
- GVR Member Don Weaver (GVC President)
- GVR Member Jerry Humphrey (Board Affairs Committee)
- GVR Member Trudy Baker (Planning & Evaluation Committee)
- GVR Member Blaine Nisson (GVR Foundation)
- GVR Member Ron Cocco (newer GVR resident)
- GVR Member Bill Berdine (longtime GVR resident)
- GVR Member Marianne Bishop (GVR Club/Billiards)
- GVR Member Carol Lambert (Subject Expert)
- GV Business Leader Tim Campbell, FICO

## Staffing

Recruit a part-time, dedicated hourly employee to coordinate BRC operations and communications, recordkeeping, meeting logistics, meeting agendas and minutes, and communications with members. Anticipated tenure of part-time employee is June 2017 – April 2018 (11-months). Funding for part-time employee from Initiatives & Innovation Fund, capped at \$20,000.

## Timeframe

- 1) BRC established immediately upon approval of the Board of Directors.
- 2) Hire dedicated, part-time hourly employee to assist with BRC within 45 days of Board authorization of BRC and allocation of funding from Initiatives & Innovation Fund
- 3) BRC meetings conducted on an 'as needed' basis, as determined by the Chairperson
- 4) Presentation of an Executive Summary with results of the member assessment by the independent survey research firm at the 2018 Annual Meeting of the Corporation on March 29.
- 5) Posting of the Executive Summary with results of the member assessment on the GVR website following the 2018 Annual Meeting of the Corporation

## **Recommendation**

**Approve establishment of Blue Ribbon Committee (BRC) for Assessment of Member Needs, Interests and Values that includes the following elements, as presented: Duties and Responsibilities; BRC Structure; Timeframe; Staffing (includes authorization from Initiatives & Innovation Fund not-to-exceed \$20,000).**