



## **AGENDA**

BOARD OF DIRECTORS WORK SESSION  
Wednesday, March 17, 2021 12:30pm  
ELECTRONIC MEETING

**Directors:** Don Weaver (President), Mike Zelenak (Vice President), Donna Coon (Treasurer), Mark Kelley (Assistant Secretary), Randy Howard (Assistant Treasurer), Kathi Bachelor, Christine Gallegos, Bev Lawless, Mark McIntosh, Charlie Sieck, Sandra Thornton, Gail Vanderhoof, Scott Somers (non-voting)

### **AGENDA TOPICS**

East Center Pool

GVR Advertising

Security Cameras



Green Valley Recreation, Inc.  
Board of Directors Work Session

## EXHIBIT

### East Center Pool & Spa

Prepared By: David Jund, Facilities Director Meeting Date: March 17, 2021

Presented By: David Jund, Facilities Director Consent Agenda: No

**Originating Committee / Department:** Planning and Evaluation Committee and Facilities Department

**Action Requested:** Direct staff to bring the P&E and staff recommendation for pool and spa replacement concept at East Center to the following Board meeting for action.

**Strategic Plan Focus Area:** GVR Services

**Background Justification:**

The staff presented a recommendation of a replacement pool and spa to the Planning and Evaluation Committee at their March 11, 2021 meeting. The recommendation was part of a 6-page Staff Report that also included a proposal from the Aquatics Subcommittee. Aquatics Subcommittee Chair Kris Bean supported staff's recommendation. The P&E Committee recommended the Board of Directors approved the staff recommendation of a pool and spa design for EC pool.

Background

In the 1980's a crack formed in the depth transition section of the East Center pool. A repair was made at that time. The crack reappeared the 2001 and was stitched together. The crack returned in 2009, Western Technologies performed borings in the bottom of the pool and examined the soils beneath the pool. It was concluded that the pool cracked due to differential soil settlement.

The pool showed signs of continuing settling in 2016. At a July 13, 2017 P&E meeting, staff alerted the committee that this pool was likely failing and needed to be addressed.

In 2018, staff brought Western Technologies back to perform borings and examine the soils beneath the pool. Their geotechnical report maintained the soils "possessed a relatively high potential for hydro-collapse... and any repair

that does not address the underlying soils will maintain a relatively high potential for recurring cracking.”

Major water loss was suspected in March of 2020. A water meter was installed specifically on the pool water fill line to determine if loss is occurring and, if so, at what rate. After a 24-hour period it was found that the pool recorded a loss of 250 gallons. American Leak Detectors were brought out to evaluate both the pool and the spa. It was found that the cracks at the bottom of the pool had opened and were leaking. On May 5, 2020, the pool was closed and the water drained to have a physical inspection performed. Based on the physical inspection, the findings of American Leak Detectors and the findings from the 2018 Geotechnical Report, the decision was made to permanently close the pool and seek major repairs or full replacement.

The Planning and Evaluation Committee originally formed the Aquatics Subcommittee in May 2019 to study new trends in the world of aquatics and how GVR may introduce those trends to members. In May of 2020, the Chair of P&E charged the Aquatics Subcommittee to look into at the East Center pool situation. At the June 4, 2020 Aquatics Subcommittee meeting, the subcommittee and P&E Chair designated their charge as: to design a cost-effective replacement for the East Center Pool that served the needs of the overall GVR membership.

In February 2021, GVR received a cost estimate for a replacement pool and spa for East Center based on a design derived from parameters developed by the Aquatics Subcommittee. The cost estimate came in over \$1.3 million. The P&E Committee decided to “go back to the Aquatics Committee and staff to review as the cost is too high”.

#### East Center Pool and Spa Info

- The pool and the building were built in 1963
- The pool is a trapezoid shape and is 25’ at its widest and 60’ in length.
- East Center pool hosts the Aquabelles’ practices and performances and also water aerobics classes
- Since 2019 the pool has had the lowest attendance of the Major centers in the GVR system, but many users claim that they and others neglect to swipe their cards upon entering.

- For many years, the water temperature has been maintained at 87°. This is GVR's warmest pool and considered by many members as GVR's "therapy" pool
- There are over 750 GVR homes neighboring East Center in the Fairways developments, 85% of which are members of GVR

#### Meetings with East Center neighbors and pool/spa users

On February 23 and March 3, Scott Somers, CEO, David Jund, Facilities Director, and David Acklin, President of AquaticDesign International met with neighbors and users of the East Center pool and spa to gather information on what they enjoyed about the pool and spa and how it may be improved.

Meeting participants strongly and unanimously request the pool be replaced with a similar sized pool and with similar functionality and purpose, including the warmth since it serves as the GVR "therapy" pool.

Other consistent themes were:

- Many purchased their homes close to East Center specifically to utilize the pool and spa as they were before the closure
- Maintain the 8.5' depth
- Keep the large deck
- Perhaps increase the width of the pool
- Maintain the views from the pool deck
- Add shade to the deck
- Very afraid the Board of Directors will decide not replace to the pool
- Keep the spa and increase the capacity
- Prefer a lift chair over a ramp to fulfill ADA requirements
- Members that don't live near East Center come to the center to enjoy the warm water
- Nearby residents travel to North Abrego and other pools in order to swim laps
- Consider one swim lane
- Install a solar heating system with the new pool

#### Staff Recommendation for a replacement pool and spa

Based on feedback from meeting with neighbors and users of East Center pool, programming needs and GVR's most recent pool construction project, the staff recommends the following:

- A 30'x60' pool with a 3' deep 18' x 25' attached side pool
- Design the side pool as a therapy pool with lift chair access, exercise bars and amenities
- The synchronized swimming area shall be approx. 20' x 20' x 8.5'
- The main pool depth to be 3'-8" sloped to a 5' depth before the break line to the deep area of the pool
- One full length swim lane
- Recessed stainless steel steps in the wall of the pool
- Skimmer system
- Improved deck lighting
- 2 cantilevered shade structures
- Widen the deck to the south
- 14-person capacity spa

If the new pool stays within a certain size and area, upgrading the existing electrical, sanitization, circulation and heating systems may not be required and therefore may decrease costs.

Some items that will have to be considered as part of the project:

- Stabilization of the soils beneath the current pool basin
- The existing perimeter walls will have to be brought up to Pima County Code requirements
- Access to the pool during the demo and construction phases will most likely require permission from The Havens Golf Course. GVR will have to return the access area to 'prior to construction' or 'better than found' condition
- Estimated time for a pool/spa/deck replacement project: 12–14 months

**Fiscal Impact:**

Original design and cost estimates were within the approved \$15,000 for a preliminary design. This funding was approved at the special meeting of the Board of Directors on October 7, 2020.

Additional designs and cost estimating will be captured within a phase that will go through to permitting the project.

**Board Options:**

1. Direct staff to bring the P&E and staff recommendation for pool and spa replacement at East Center to the regular meeting of the Board of Directors on March 17, 2021
2. Provide alternative direction to staff.

**Staff Recommendation:**

Option #1

**Recommended Motion:**

NA

**Attachments:**

None



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## EXHIBIT

### Advertising

Prepared By: Natalie Whitman,  
Communications Manager  
Presented By: Scott Somers, CEO

Meeting Date: March 17, 2021  
Consent Agenda: NA

**Originating Committee / Department:** Communications, Finance

**Action Requested:** Evaluate pros and cons of GVR's advertising program to determine best future path.

**Strategic Plan Focus Area:** Revenue Generation

**Background Justification:**

GVR's approximately six year-old advertising program was initiated to generate non-dues revenue to support operations. Over the past five years, direct profits from the program have grown from \$1,463 to \$40,691 with a four-year average of \$36,112. Non-direct overhead expenses are estimated at \$10,797.

**Pros:**

- Modest revenue stream
- Some trades have been valuable: KGVY provides radio spots in exchange for a banner ad in the eblast
- Supporting community businesses by providing an affordable advertising option

**Cons:**

- Banner ads on the website and in the eblast distract from the content. In the case of the eblast, content is carefully curated and presented as briefly as possible to facilitate a quick and easy review of the material, per digital communications best practices.
- Banner ads in the eblast and on the website invite members to leave GVR's informational and marketing materials to view other business's marketing materials. IT staff's analysis suggests this concern may be more optical than material.
- Repeated advertising of this nature may be perceived as endorsement of certain businesses.

-The GVR Now! print publication has become primarily an advertising channel, with meaningful GVR-related content as a secondary consideration. Contracts with advertisers constrain GVR's flexibility with the production schedule.

**Fiscal Impact:** See attached marketing analysis prepared by accounting department.

**Board Options:**

1. Continue with current program
2. Modify current program
3. Curtail advertising program

**Staff Recommendation:**

Accounting staff recommends continuing the program as it has proven to be a reliable source of revenue.

Communications staff recommends curtailing or modifying the program, as the revenues generated do not seem sufficient to offset the impact to the communications pieces currently hosting ads.

A modification of the program might entail selling a limited number of high-value, directly-relevant sponsorships of specific facilities or activities. Sports courts, club spaces, the education program, and the arts and entertainment program may be appropriate for sponsorship.

**Recommended Motion:**

Staff will take direction

**Attachments:**

Marketing analysis



GVR  
Marketing Department Analysis

	2016	2017	2018	2019	2020	5 Year Total	5 Year Average	4 Year Average	Comment
Advertising Revenue (4091)	\$ 30,870	\$ 59,550	\$ 108,861	\$ 129,559	\$ 123,872	\$ 452,712	\$ 90,542	\$ 105,461	
Printing Costs			\$ 16,063	\$ 35,563	\$ 31,050	\$ 82,676	\$ 16,535	\$ 27,559	<b>FULL COST OF PRINTING GVRNOW</b> (if Advertising is eliminated, does the GVRNow cost disappear?)
Other Advertising Costs					\$ 326	\$ 326	\$ 65	\$ 326	
Professional Fees	\$ 434	\$ 673	\$ 19,818	\$ 51,500	\$ 29,539	\$ 101,965	\$ 20,393	\$ 25,383	LYNDA CAMPBELL COMMISSIONS
Wages & Benefits	\$ 29,644	\$ 19,694	\$ 4,724	\$ 4,820	\$ 17,471	\$ 76,353	\$ 15,271	\$ 11,677	ALL POSITIONS, FOLLOWING STAFF:
Other Expenses	\$ 2,132	\$ 4,650	\$ 23,299	\$ 10,433	\$ 7,770	\$ 48,284	\$ 9,657	\$ 11,538	CC FEES, CELL, A RIBLETT MILEAGE, S FREEMAN OTHER PRINTING M GARCIA B RIVETT
Expenses	\$ 32,210	\$ 25,017	\$ 63,904	\$ 102,317	\$ 86,156	\$ 309,604	\$ 61,921	\$ 69,349	
<b>Direct Profit (Loss)</b>	\$ (1,340)	\$ 34,533	\$ 44,957	\$ 27,242	\$ 37,716	\$ 143,108	\$ 28,622	\$ 36,112	
Plus Savings for Average Cost to publish in GV News	\$ 2,803	\$ 2,845	\$ 2,888	\$ 2,931	\$ 2,975	\$ 14,442	\$ 2,888	\$ 2,910	Estimate based on HISTORICAL cost to place insert in GV News many years ago
<b>Total Direct Profit</b>	\$ 1,463	\$ 37,378	\$ 47,845	\$ 30,173	\$ 40,691	\$ 157,549	\$ 31,510	\$ 39,022	

This is a marginal analysis to determine the bottom line effect that Marketing activities have on GVR

No Fixed Overhead has been applied above,  
Examples of Overhead items not included:

GVR Now, non advertising labor	3,159	estimated non direct overhead
Accounting Overhead (AP Checks, Deposit processing, general bookkeeping)	1,123	estimated non direct overhead
Business Insurance	1,818	estimated non direct overhead
Office supplies (minimal)	240	estimated non direct overhead
Office space costs (minimal)	2,000	estimated non direct overhead
Other Administrative Labor (Management, Administration Allocation)	2,457	estimated non direct overhead
<b>Total Estimated Non Direct Advertising Costs</b>	<u>10,797</u>	

Net Profit to GVR after allocating Non Direct Costs \$ 28,224



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## EXHIBIT

### Security Cameras

Prepared By: Randy Cheatham, IT Director      Meeting Date: March 17, 2021

Presented By: Scott Somers, CEO                      Consent Agenda: NA

**Originating Committee / Department:**

IT and Facilities

**Action Requested:**

Discuss intent, purpose, pros, and cons of camera deployment throughout the GVR campus. Direct staff on how to move forward.

**Strategic Plan Focus Area:** Information Technology/Electronic Communication

**Background Justification:**

The first camera was installed during construction of the pickleball court at East Center to allow members to view construction, followed by a camera installation at Abrego South to also allow members to view the construction project. Upon completion of the projects, members asked that the cameras remain so that members could determine if the courts or pool was available or too crowded. During the beginning of the COVID shut down, cameras were installed at certain facilities to allow members to determine if pools and other facilities were at capacity limits. Cameras have also been used to monitor member service areas, and for security purposes.

Some of the installations have been met with mixed reactions by members. Some appreciate and understand the safety and security aspects of cameras, and appreciate being able to view a pool or court before making the trip. Others have stated they feel they're being monitored and that cameras decrease privacy. In some cases, cameras have been vandalized.

There are currently 24 cameras deployed throughout the campus. Data are recorded to the cloud with a 7-day rolling backup. The cameras are checked daily to verify that each is operational and recordings are only monitored if there is an incident. Only IT and a small number of management staff have access to view the cameras or recordings.

**Fiscal Impact:**

Each camera, wiring, network switching and installation costs approximately \$500.00. Cloud recording is approximately \$72 per camera/yr. for an annual total of \$1,728.

**Board Options:**

1) Direct staff to continue research on deployment locations, cost estimates, etc. and report back to the Board with findings.

2) Determine that cameras are not needed at this time and direct staff to remove remaining cameras.

3) No action at this time.

**Staff Recommendation:**

Staff recommends option 1 or 2.

**Recommended Motion:** NA

**Attachments:**