

Ad Hoc Survey Committee
May 8 Meeting Minutes

Approved by Carol Lambert May 8, 2018 1:22 pm

Present: Sandra Thornton, Sandy Rockowitz, Gina Rowsam, Steve Wilhelm, Gail Ault, Carol Lambert, Anne Weissman, Alan Merriam, Carol Crothers (Ex Officio), George Rushing Staff)

Remote: Denise Nichols, Charlie Sieck

Absent: Blaine Nisson, Jerry Humphrey, Jim diberadinis, Stewart Tagg

Guests: Nina Campfield, Gail Vanderhoof, Bruce Palese, Kathi Bachelor

During the first hour, the four different sub-committees met to brainstorm. Set priorities, and consider if they had any additional data needs from NRC. Each group reported back to whole committee for the last ½ hour:

1) Board Troublesome Issues (Leader: Blaine Nisson/Gina Rowsam)

Blaine is still traveling but has organized the first sub-committee meeting for Monday June 4 in the Annex. Committee members set #1 priority as addressing the word “pre-eminent” in the GVR vision statement. The vision statement needs to identify what makes Green Valley special, unique, and different than other retirement communities like Saddlebrook and Quail Creek. GV is however, pre-eminent in an anti-country club atmosphere, a low key culture, and a welcoming atmosphere. Once a revised vision statement is agreed upon, it needs to go back out to the membership for approval.

The group also discussed members’ perceptions that the BOD is not following their code of conduct. A significant large number of members on the survey answered “Don’t Know” to this question. The perception by many members is that the divisiveness of the board and Directors having their own agenda, has contributed to this perception. The Code of Conduct is listed, but hidden, on the GVR website.

2) Communication Issues (Leader: Carol Lambert)

The group discussed How to enhance communication with the 40% of members who do not use email. GVRNow! Is no longer distributed by the GV newspaper because it was expensive – the newspaper charged GVR for insertion and kept advertising revenue, so that is likely not an option. There is a plan to begin distributing GVR Now! In GV retail stores this fall. If more governance information was added that might be an option. The newspaper’s circulation is 10,000 and there is no way to know how many copies go the 40%. There are 3 different eblasts – facility update, clubs/social, and governance. We also need to explore a computer kiosk at each major GVR center.

3) Underserved Issues (Leader: Sandra Thornton)

4) Staff Troublesome Issues (Leader: Denise Nichols)

Next Meeting: Tuesday June 12 10:30 Location TBD