

MINUTES
SURVEY AD COMMITTEE - UNDERSERVED SUBCOMMITTEE
Friday, June 22, 2018
3:00-4:30 PM GVR East Center Auditorium

Posting Approved by Sandra Thornton Saturday, July 7, 2018 1:16pm
Pending Committee Approval

Present: Sandy Rockowitz, Steve Wilhelm, Charlie Sieck (by phone), Sandra Thornton, George Rushing (Staff Liaison)

The Subcommittee has been analyzing the verbatims for the NRC Underserved and the Underserved Dues groups. We have been focusing on their responses to Questions 13 and 25 of the Member Survey. For Question 13, new or different activities the NRC Underserved group would like include gathering places where members can meet and socialize, and having walking trails available. Sandy Rockowitz noted that this group is concerned about the increased cost of GVR classes, which makes them unaffordable for some members. Issues of concern identified in the Underserved Dues group's answers to Question 25 included Green Valley becoming a preeminent retirement destination and GVR annual dues.

Steve asked about scheduling GVR facilities for member activities, and George will provide information on meeting rooms available for members and the priorities used to schedule them. The subcommittee thinks that a priority for GVR should be providing social/gathering places for members, especially those who are older.

Charlie will develop a set of tables for the survey responses of members 80 years old and older, with an income less than \$25,000, and who feel dues are not a fair or a good value. He and Steve will work on further identifying member survey responses related to social /gathering places. Sandy and Sandra will continue analyzing/categorizing the verbatims for Questions 13 and 25.